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# MAD<sup>®</sup>

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WHY IT  
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**SDAES**





# MAD

NOVEMBER 1999

NUMBER 387



6



**MAD Regurgitates  
the 20th Century —  
IN FULL COLOR!  
(YECCHI!)**



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## KEY TO GO

by P.C. Vey



"THANKS FOR THE LEMONADE, BUT I REALLY NEED TO  
START WITH THE RECTAL PROBE NOW."

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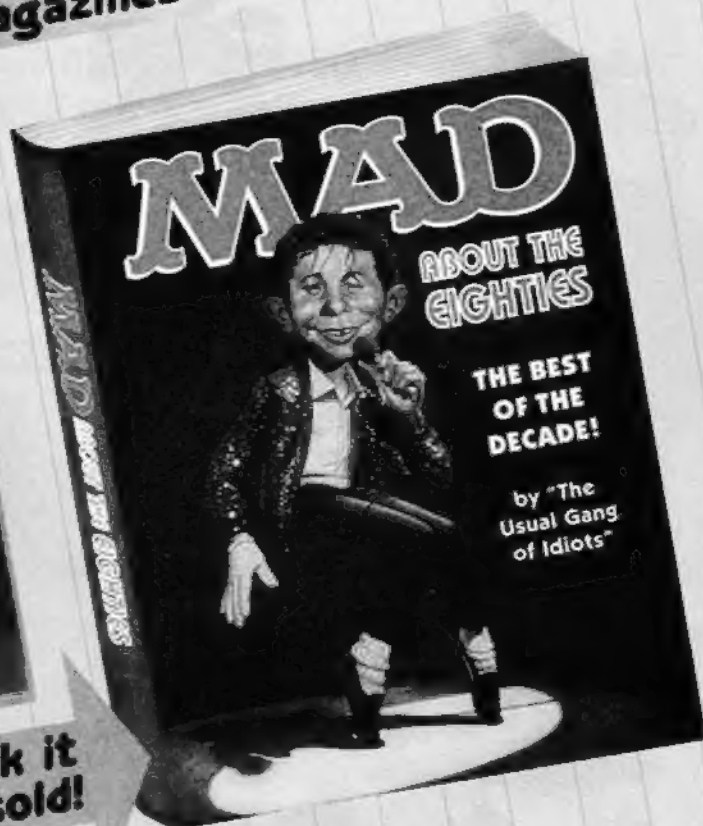


FRONT COVER ARTIST: JOE DEVITO

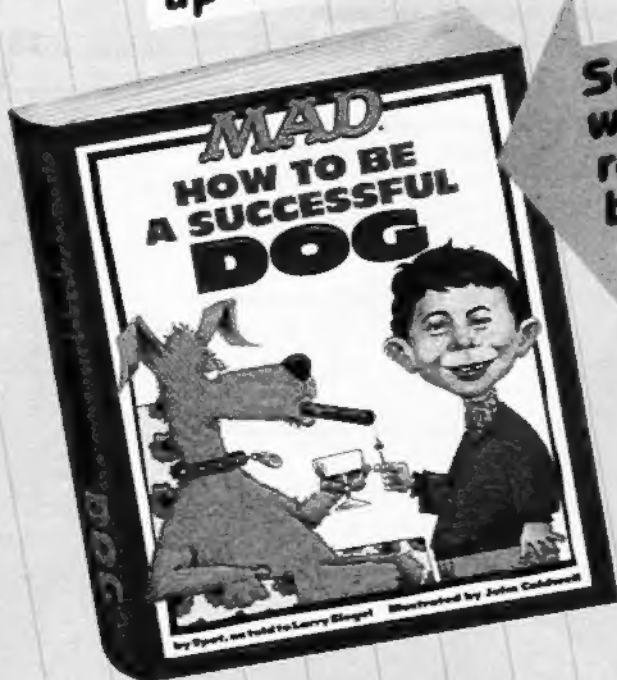
# Here's the Pitch!



Catch it wherever  
magazines are sold!



Don't make an error! Pick it  
up wherever books are sold!



Sorry, we can't come up  
with another lame baseball  
reference! Just go to your  
bookstore and get it, champ!

**YER OUT!-**  
*to*  
*buy these*  
**Fall Classics!**  
**On sale now!**



1934: Fred Staple Remover  
Invents The Staple Remover

1960: Midget  
Shot-putters  
Boycott Summer  
Olympics

1956: Canned  
Ham Legally  
Classified As  
Weapon In  
Montana

1937: Hitler's Gazpacho  
Police Round Up Every  
Tomato In Poland

1811: War of 1812  
Breaks Out Early  
(No Fatalities)

## THIS MONTH IN HISTORY

NOVEMBER						
SUN	MON	TUE	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
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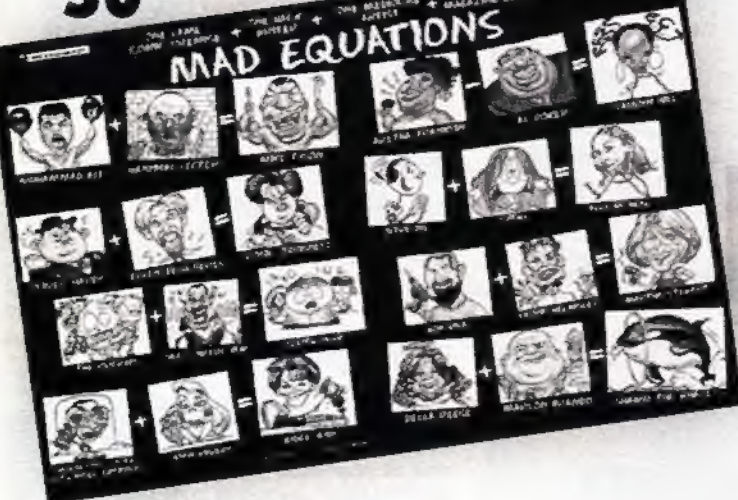
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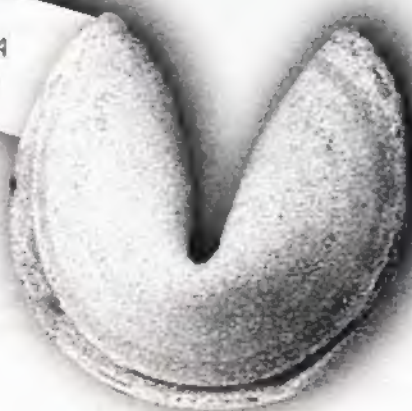
30

## MAD EQUATIONS



YOU WILL SOON READ A  
VERY DUMB MAGAZINE.

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"Parents treat their kids  
like teeth - they only try  
bonding once irreparable  
damage has been done!"  
— Alfred E. Neuman





### Make A Dumb Wish Foundation™

I have had this wish ever since I was a young girl in the '60s. I have always wanted to find a really big rock, pick it up and fly it out by helicopter over the ocean and drop it in the water just to see how big a splash it makes.

Katherine Healy, Irvine, CA

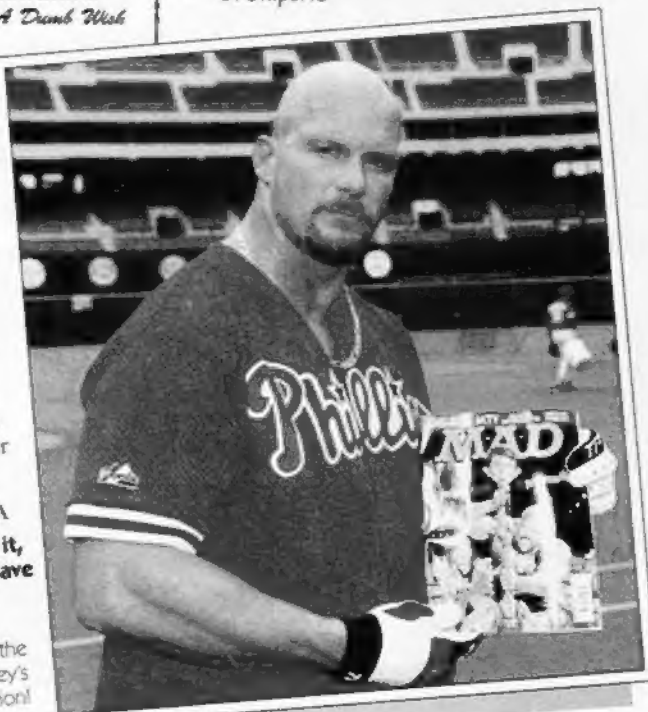
**Heals** — Because we are a small foundation with limited financial assets, some very worthy wishes, despite their extreme dumbness, are beyond our means. As a result, the cost of renting a helicopter is prohibitive. But rather than denying your wish altogether, we did the following. We sent Senior Editor Charlie Kadau on assignment to the Midtown Urology Center located here in Manhattan. Charlie spent three long hours in booth #1 listening intently as a patient (name withheld by request) in booth #2 attempted to pass a kidney stone. When the stone finally did pass, Charlie reports, the splash was rather small and barely rose above the porcelain rim. We hope you can use Charlie's report in some way to figure out how big a splash your giant rock would make. Thanks for writing to the *Make A Dumb Wish Foundation™* — Ed.

### MAD CELEBRITY SNAPS

My father and I went to Veteran's Stadium in Philadelphia and photographed "Stone Cold" Steve Austin with your magazine. I would really enjoy a new subscription because mine will be over soon!

Hailey Apter, Dresher, PA  
As Ed. 3:16 says, you got it, Hailey, and that's all we have to say about that! —Ed.

Stone Cold stands tall in the squared diamond with Hailey's key to a three-year subscription!



The Diabolical Duo of Double Cross and Deceit are at it again in this all-new cartridge for the Nintendo Game Boy Color! Available wherever fine (and not-so-fine) computer games are sold!

### MAD MUMBLINGS@aol.com

Dogs eat blue cheese because, hey, it's an improvement — Viavollina...Do you know where I can get a life? — Homegirl39...I am the shmoo man! I am Jedi Master! No one can defeat me! — SF9niper13

**HOW TO REACH US**  
Please Address Correspondence  
To: MAD, Dept. 387, 1700  
Broadway, New York, New York  
10019. MAD welcomes reader  
submissions. Manuscripts will not  
be returned or acknowledged,  
however, unless they are accom-  
panied by a self-addressed,  
stamped envelope! MAD doesn't  
read faxed submissions!

### IN GOTH WE TRUST

This is regarding your article "Monroe &...Goth" (MAD #384). First of all, Gothic people are not insane and worship the "Devil." Goth is about dark beauty and mystery, not evil. Some Goths wear Medieval clothing, while some neo-Goths wear all black. Overall, it's a state of mind. As for the incorporation of the Wiccan ritual, well, some Goths are into Wicca and Paganism, but the way has no demonic activity within it! Witches don't even believe in the guy. The sacred Pentacle was used in the comic, but unfortunately, so was the inverted cross. Sorry, but Wiccans and Pagans don't invert the cross as we don't appreciate it when one inverts our pentacle. I liked how you included some basic Pagan information in the article, but not the Satanic part. However, the article was damn hilarious! On behalf of all Goths and witches everywhere, Goddess Bless!

Colin Smith, Missoula, MT

We are not experts on Goth, so we forwarded your letter to Rev. Buford Sweetspot of Orlando, who assured us he was Florida's #1 authority on Goth. That's why we've selected him as this letter's Guest Ed. His thoughtful, learned reply follows...

**Collie** — On behalf of Guest Eds. everywhere, I'd just like to say you and all your little "Goths and Witches" are going to burn in Hell! The fires of eternal damnation are going to lick your milky flesh 24-7! So have your little fun while you're here on Earth, wearing your black eyeliner and your black lace shirts, but I know and you know that when you die you and all your freakazoid friends are going on the express elevator to Hell, where you will BURN BURN BURN! Say hi to Satan and thanks for writing! — Rev. Ed.



### SPECIAL ANNOUNCEMENT!

Here's your chance to appear in MAD! For a special project so secret we won't tell you about it, send us your list of up to three of your favorite MAD articles of all time and why you think they're the best (or worst)! Include the name of the article, the artist and/or writer, and the issue number you saw it in! Also include your daytime phone number! Send your picks to:



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New York, NY 10019



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As the father of two girls, one of whom has played soccer for 10 years, I can tell you that future generations will benefit if millions of little girls look at your incredible cover photo of Brandi Chastain and think, "I'd rather be Brandi than Barbie."

J.H.  
Charlotte, NC

## THE ANSWER MAD

We have another installment of answering other magazine's letters! Here's a fabulous mis-sive from the August 9th, 1999 edition of Newsweek!

"J.H. — And as the father of eight girls, no wait, three, we couldn't be more outraged by your letter. We've just about had it with Barbie bashing in this country. A quick scan of our collection shows that Barbie has saved lives as a doctor, defended the downtrodden as a lawyer, has been a loyal and trusted friend to Skipper and a devoted partner to Ken for over forty years. Meanwhile, what did Brandi do? Kick a ball into a net and strip down to her bra in front of a stadium full of drooling, horny men! Oh

yeah, there's a role model that we're sure fathers everywhere want their daughters to emulate, including your five! — Ed.

## 2-QUESTION INTERVIEW

Multi-talented TV, film and recording star "Weird Al" Yankovic recently stopped by the MAD offices, and we immediately seized upon the moment to pepper him with one of our pesky interviews, again showing we can reveal more about a celebrity in just 2 questions than an entire VH1 Behind The Music special can in 60 minutes!

**QUESTION ONE:** Is MAD's 2-question interview the shortest interview you have ever participated in?

**"WEIRD AL":** Perhaps.

**QUESTION TWO:** Ok, I just want to make sure I got that straight, would you mind repeating your answer?

**"WEIRD AL":** Perhaps.

**We thank Mr. Yankovic for giving of his time to take part in MAD's 2-question interview.**

**Guarantee:** MAD 2-Question Interviews are genuine and presented verbatim!



Superstar and 2-Question Interview subject "Weird Al" Yankovic hangs out in the MAD offices just before his chiropractor appointment!

# MAD

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founder

**Janette Kahn**  
president & editor-in-chief

**Paul Levitz**  
executive vice president & publisher

**Nick Meglin & John Ficarra**  
editors

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**Aileen Gill** exec. director - manufacturing

**Lillian Laserson** vp-legal affairs

### Contributing Artists And Writers

*the usual gang of idiots*

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The summer of 1999 boasted some of the highest-grossing films ever. It also boasted some of the grossest films ever! And we've hired two impressionable youths to give you the lowdown on the lowbrow! Here's...

# FOLEY AND

**BIG BLADDER  
MOUTH PARK  
I'M ENTERIN' PIE**



Grey Blackwell

ARTISTS: GREY BLACKWELL, ANGELO TORRES & RAY ALMA  
WRITER: DESMOND DEVLIN

How about Adam Sandler trying to be a serious actor?

Bingo!

**BIG BLADDER**



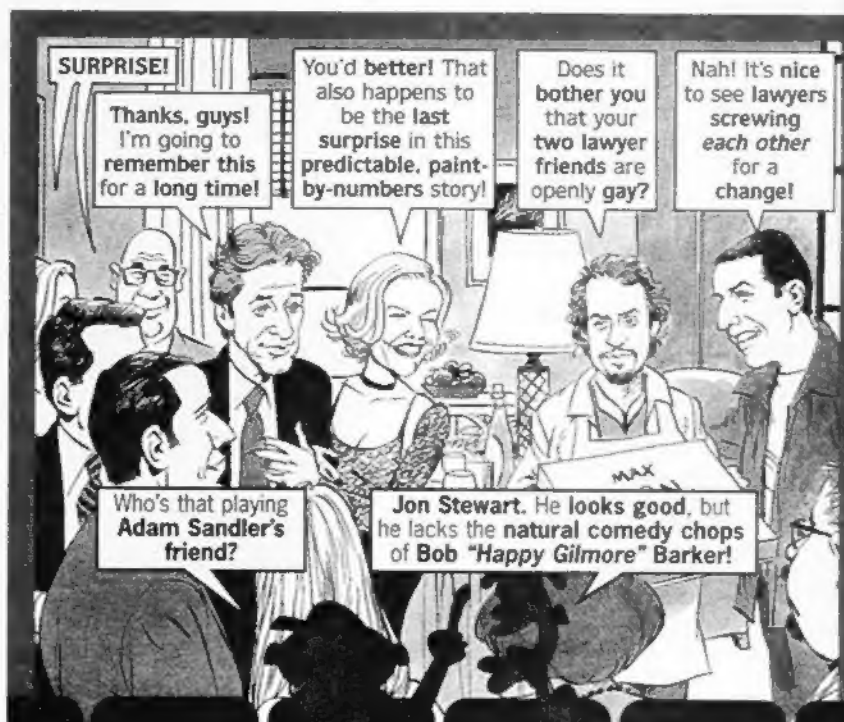
**SURPRISE!**

Thanks, guys! I'm going to remember this for a long time!

You'd better! That also happens to be the last surprise in this predictable, paint-by-numbers story!

Does it bother you that your two lawyer friends are openly gay?

Nah! It's nice to see lawyers screwing each other for a change!



Who's that playing Adam Sandler's friend?

Jon Stewart. He looks good, but he lacks the natural comedy chops of Bob "Happy Gilmore" Barker!



# WALSH GO TO THE MOVIES

No! Between Pee-Wee Herman being in the cast and Ben Stiller's hair-gel scene, I'd be afraid to let anybody sit behind me in the theater! How about *Brokedown Palace*? It's all about Claire Danes getting locked up inside a filthy, brutal prison!

Finally, **SOMEBODY** pays the price for making *The Mod Squad*! Not interested!

Wanna see the one about the steel-plated robot who develops a relationship with a young boy?

What, is there a new Cher movie out?

Okay, let's do *The Haunting*! It's about **three people** trapped in a secret psychological study being conducted in a living, mutant mansion that's infused with dead spirits trapped between this world and the hereafter!

Too normal! Isn't there something a little less realistic?



Since when do they deliver young boys right to your door? Wow! If they'd had this private service five years ago, Michael Jackson would have never left the house!



Why don't you get a job? Do you have the want ads around here?

I did yesterday... but now they're more like the "Yellow Pages"!

Instead of wasting a perfectly good newspaper, he should have used his copy of this joke-free script!







E=MC

Unless we get some **FOOD, FOLKS**, you can forget **THE FUN!** Go ahead. Hooligan! Make some golden arches! I'm not feeling like **THE McFRIENDLIEST FELLOW IN TOWN HERE!**

Mommy, why is that man screaming inappropriately?

Because it's been almost ten minutes since the last scene when Adam Sandler suddenly started roaring for no reason! And because if he doesn't put scenes like this in his movies, he'll be auditioning for **MAD-TV** within the year!



Attaboy! I can't wait for the "**Hock and Swallow**" to become an official Olympic event!

He's good...but he'll never suck as much as his dad!

**SUUUUCKK!**

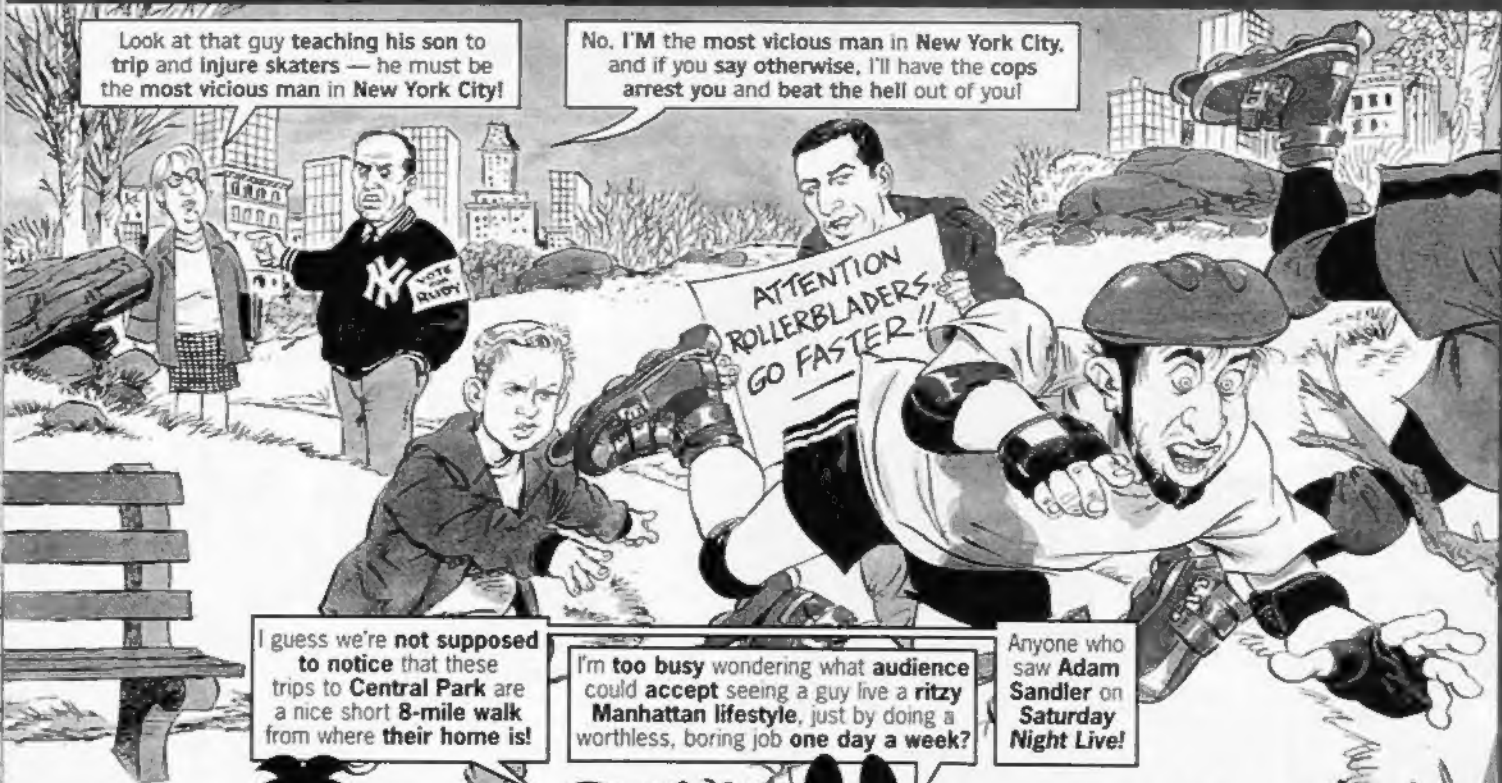
That's absolutely **THE** worst special effect of the year!

How'd you like to be the guy at Industrial Light and Magic who got **THAT** job? "Hey, Bill, I'm doing the **time-shifting** effects from *The Matrix*! What are you working on?" "Oh, I'm animating a 5-year-old kid's fake loogie!"



Look at that guy teaching his son to trip and injure skaters — he must be the most vicious man in New York City!

No, I'M the most vicious man in New York City, and if you say otherwise, I'll have the cops arrest you and beat the hell out of you!

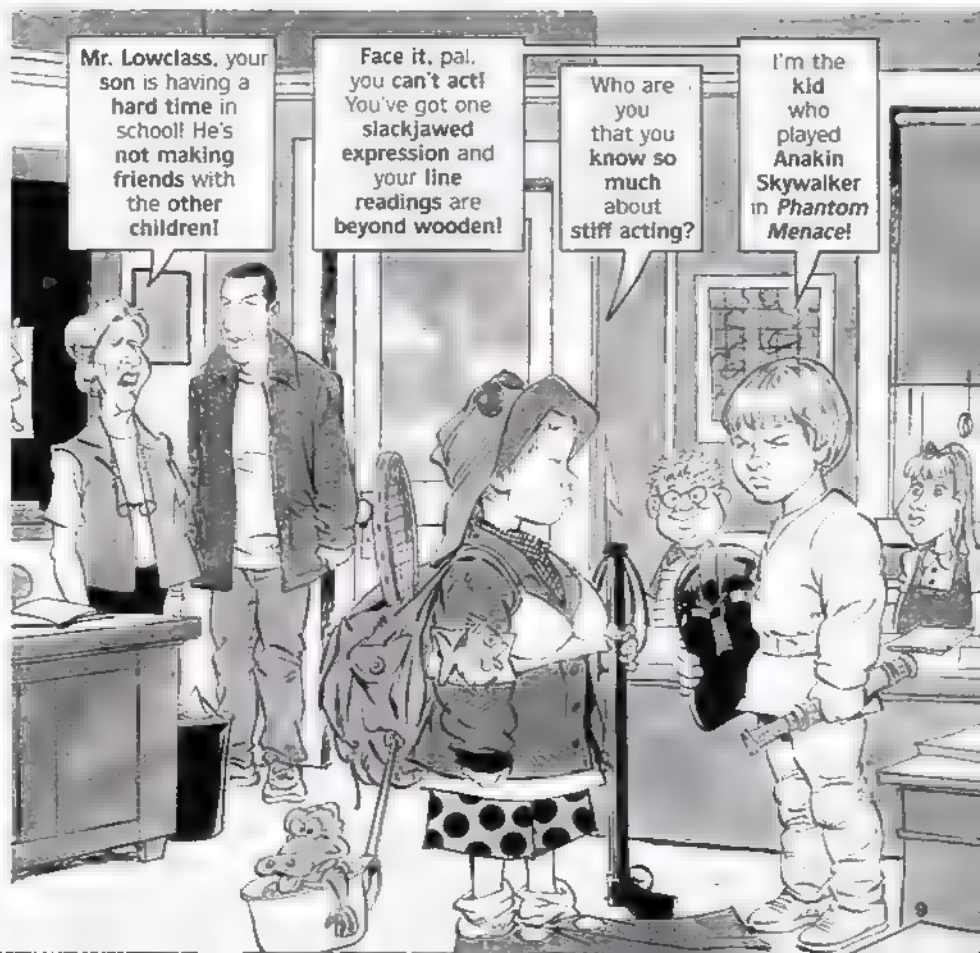
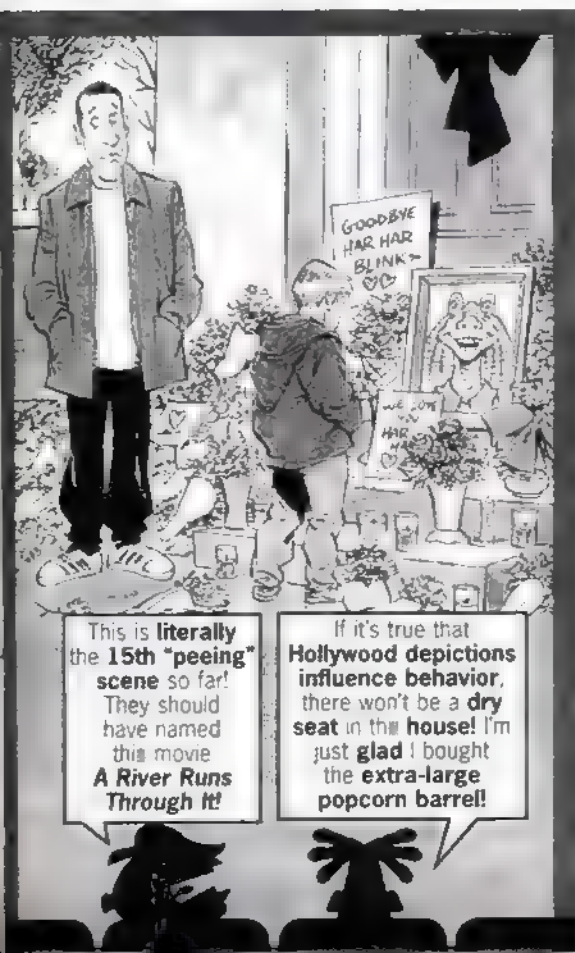
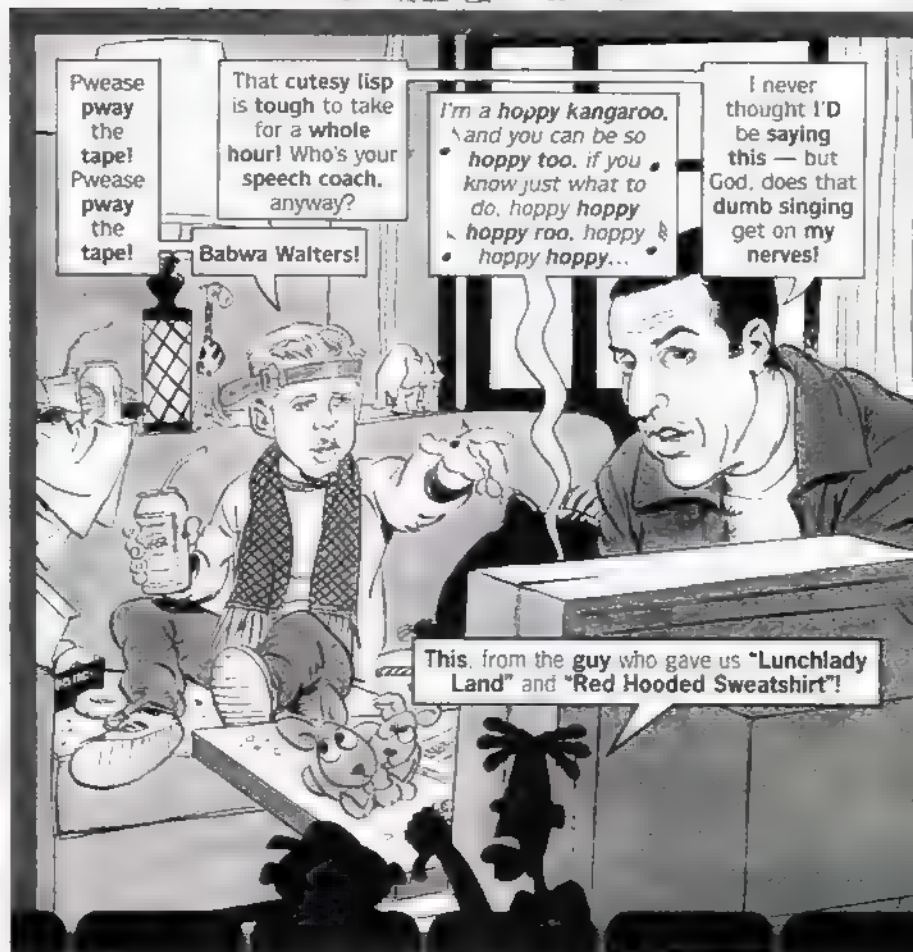


I guess we're not supposed to notice that these trips to Central Park are a nice short 8-mile walk from where their home is!

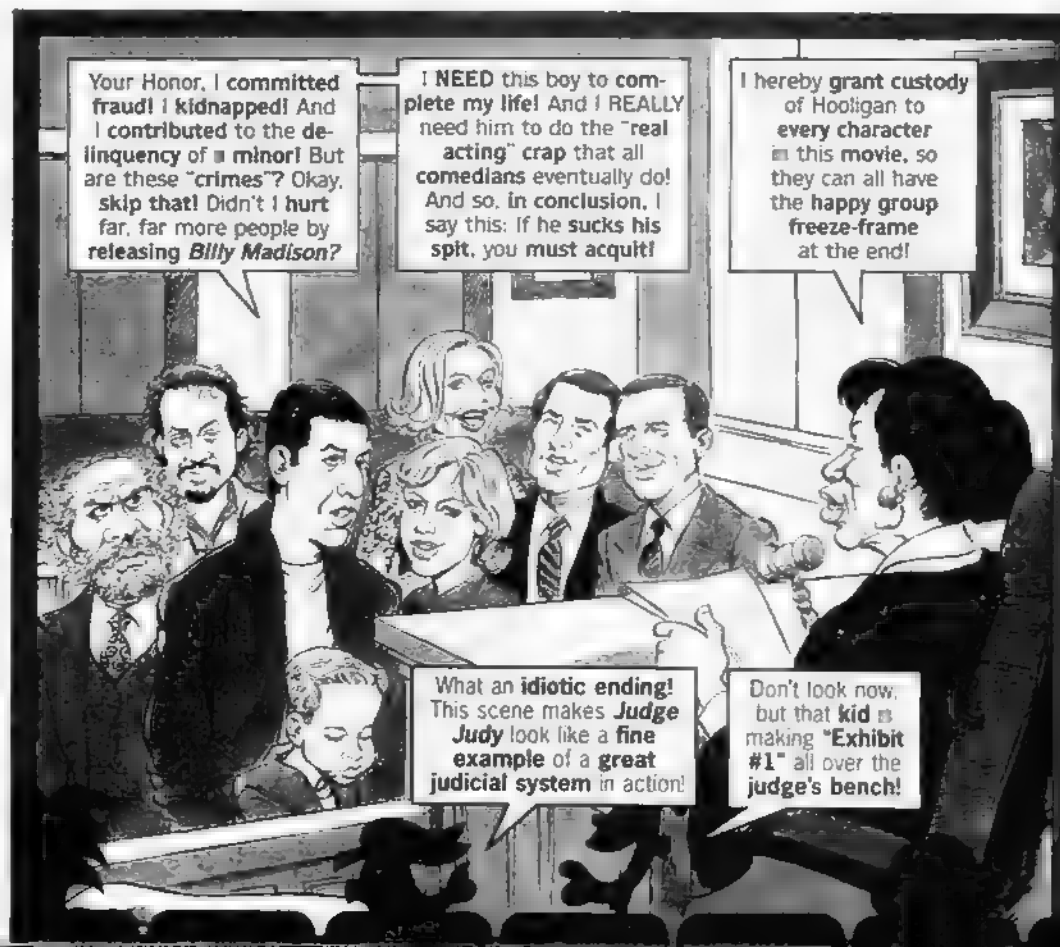
I'm too busy wondering what audience could accept seeing a guy live a ritzy Manhattan lifestyle, just by doing a worthless, boring job one day a week?

Anyone who saw Adam Sandler on **Saturday Night Live!**











Hey, nobody's watching! Let's sneak into the movie IN THE VERY NEXT THEATER!

Sssshhh! Hold it down before the ticket guy notices us!

SORRY, it's THAT MOVIE! Staring at Adam Sandler for two hours makes me TALK TOO LOUDLY AND FOR NO REASON!

Speaking of the media's impact on impressionable viewers, sit your fat, tree-hugging ass down, so we can watch...

# MOUTH PARK

PIGGISH, LAMER & UNCOUTH



Once in a happier time, film animation was fine. And 'toons were a feast for the eyes!

But since Butt-head and Beavis, you had better believe this. On crap we will capitalize!

We did this movie for such an embarrass-ing-ly low cost... If Walt Disney found out, he would sponta-ne-ous-ly de-frost!

Who needs to match Fantasia? We'll farm this out to Asia! That plan is the smartest. They earn 12 cents per artist!

That's why we rock with laughter! Oh yes, thank God for NAFTA!

Say goodbye to quality, say goodbye to taste! Why give a rat's ass about art when we can cut and paste?

We'll make a buck By saying "f\*\*k".

You're out of luck When standards suck! And every drawing's... badly... traced!



Oh my God! They killed the American musical! You bastards!

Have you ever seen such a foul-mouthed cartoon?

Not since Andrew Dice Clay's career collapsed!

Home-work? F\*\*k home-work!

Yeah, shove that homework up your black ass!

Whrrt mm wrry, i rd md!

I haven't heard this kind of foul language in class since I brought in my Def Comedy Jam tapes for Black History Month!

This summer, parents must decide whether to take their kids to see this cartoon, or Tarzan!

I'd go with Tarzan! The apes are a lot more evolved!

Where did those little c\*\*k\$uckers ever learn to f@%king talk with such s&@tty language?

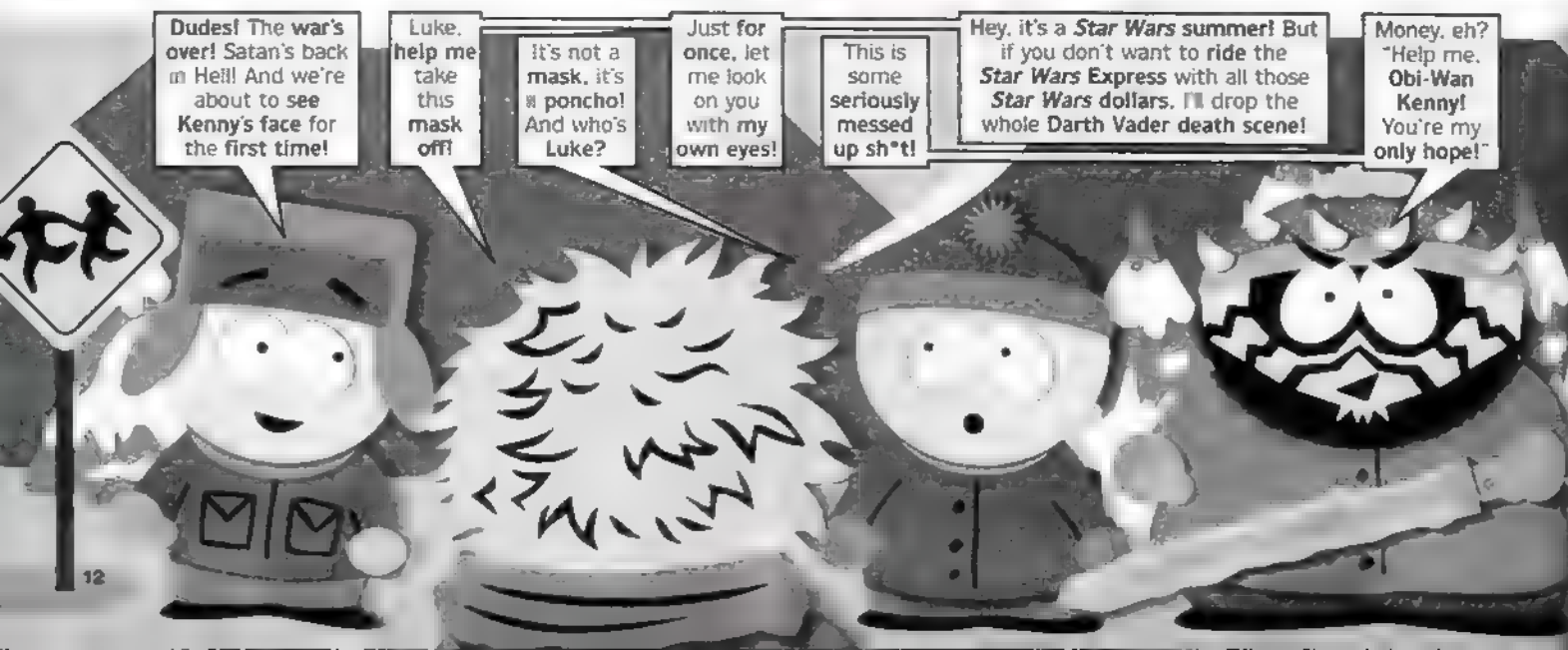
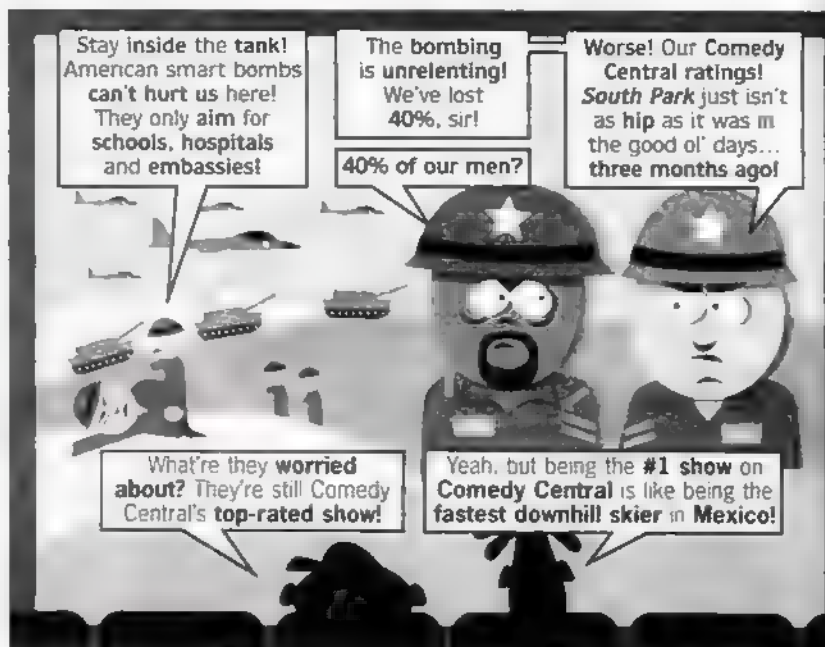
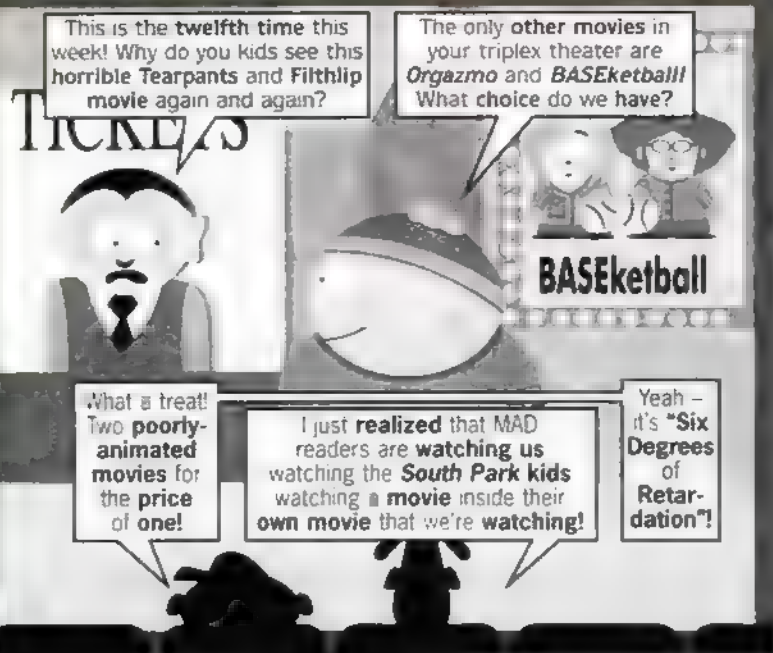
I have no f%king idea!

Holy \$\*it! It must be... THE MEDIA!

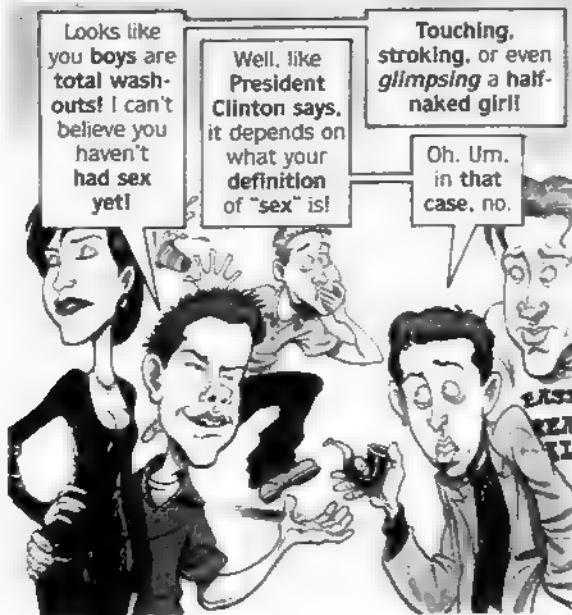
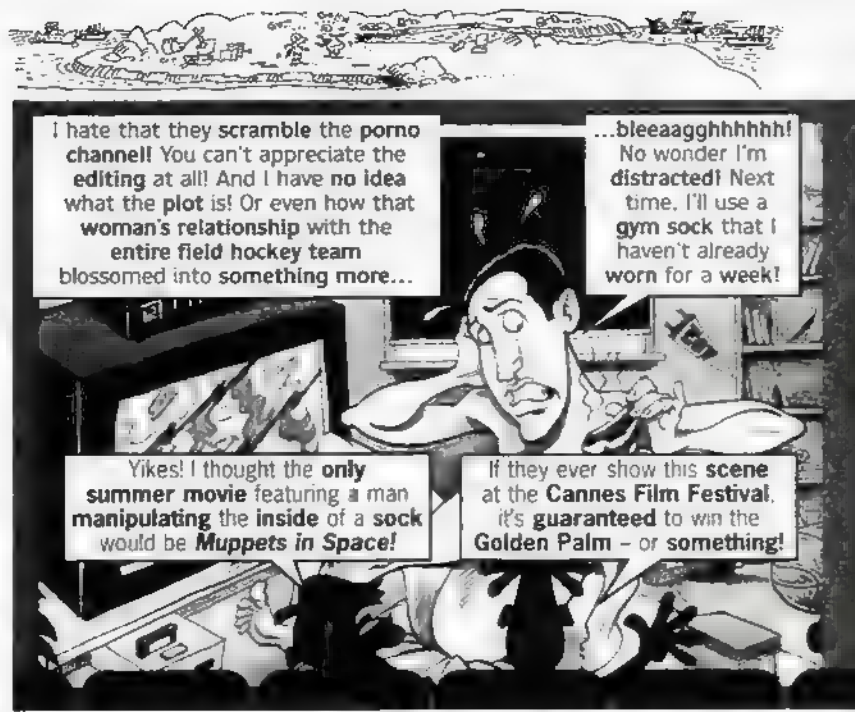
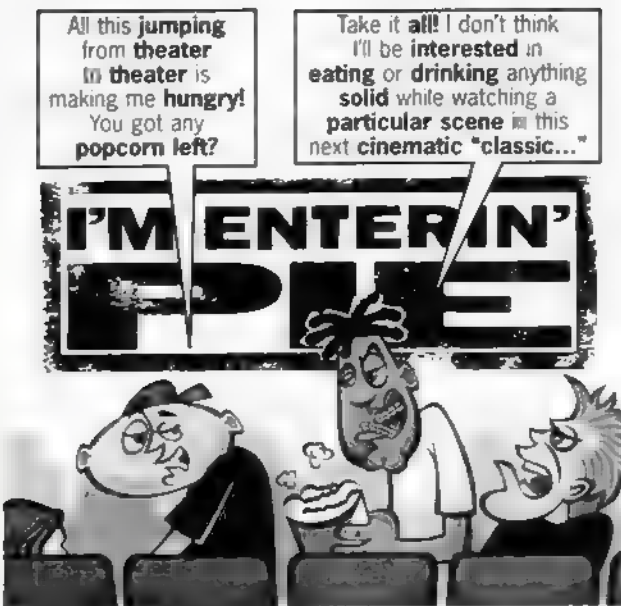
Does MAD ever worry about the influence it has over its readers' minds?

Once! After a kid in Wisconsin tried to make a human Fold-In out of his little brother!

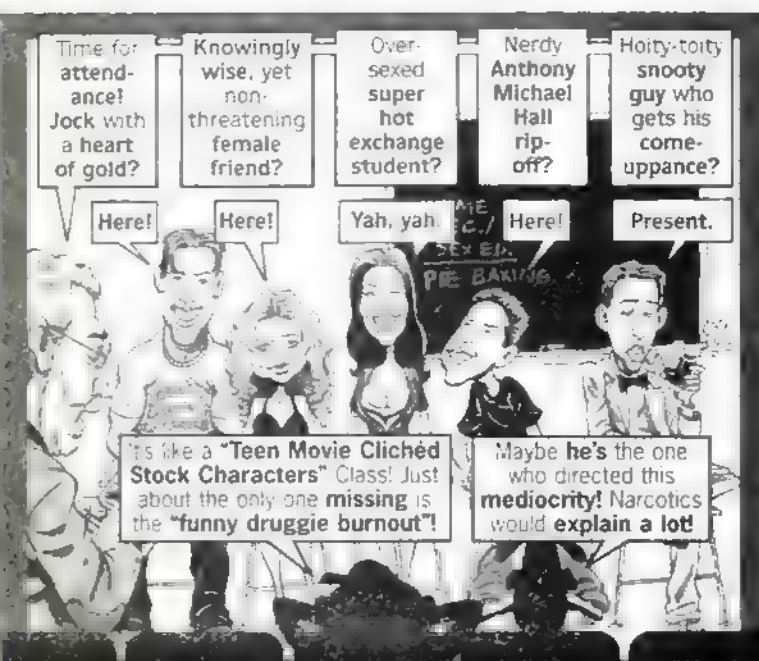
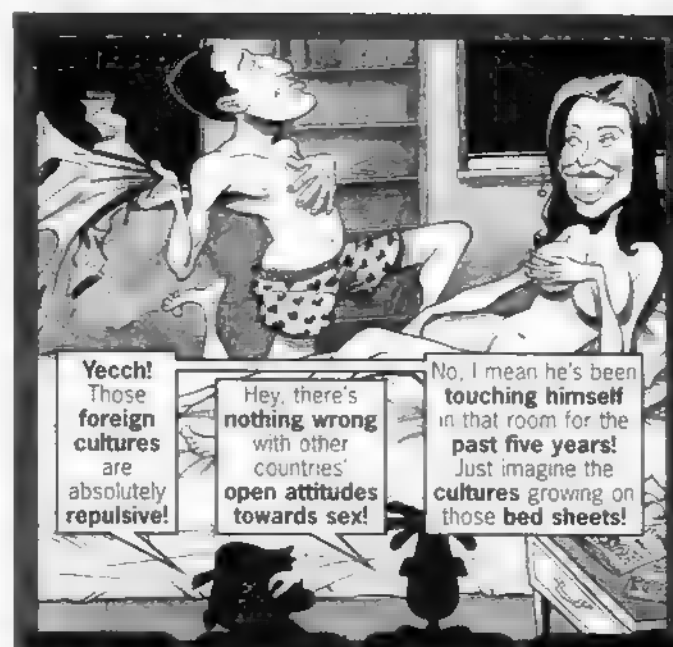
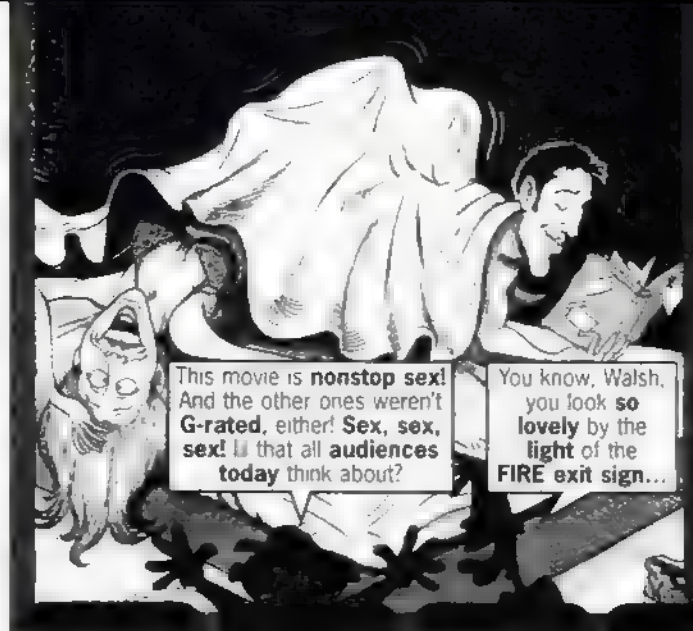








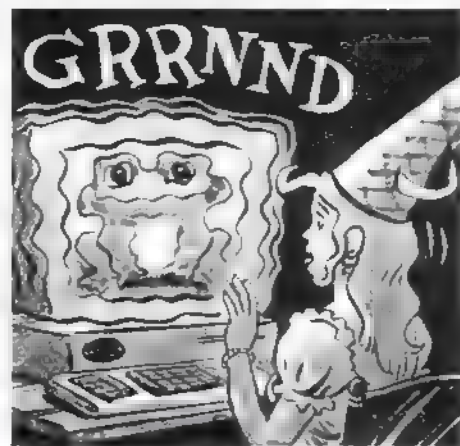
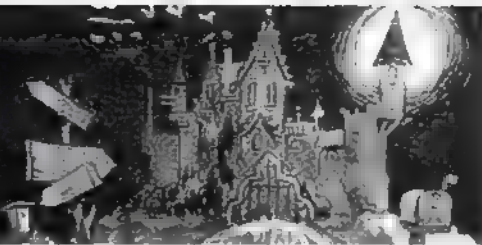






# The Frog Prince

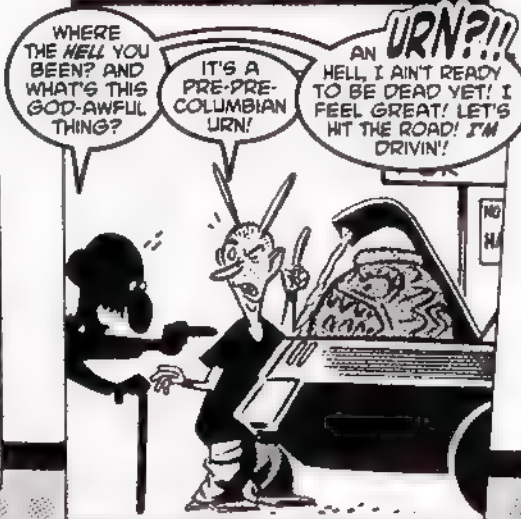
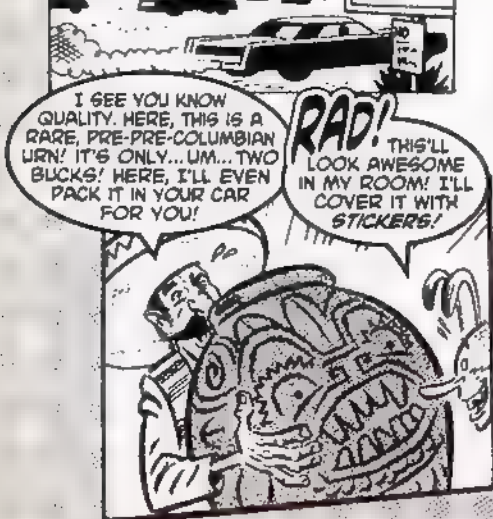
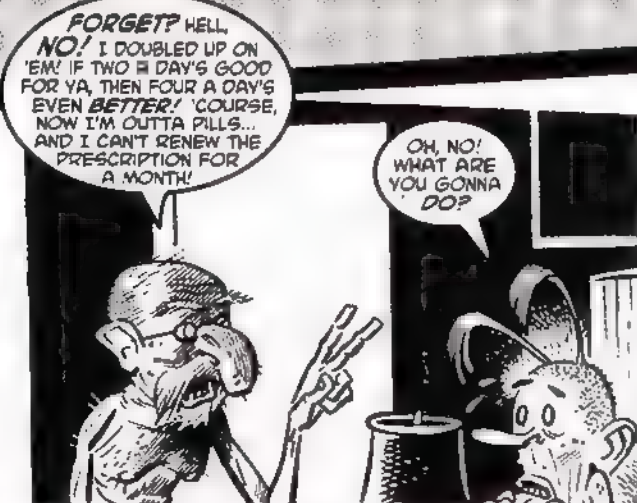
an updated fairy tale . . .





**Viva Mexico!**  
From jumping beans  
to Chupacabra,  
our amigos from  
that magical land  
have given us their  
best! Time to  
return the favor!

# MONTY and...





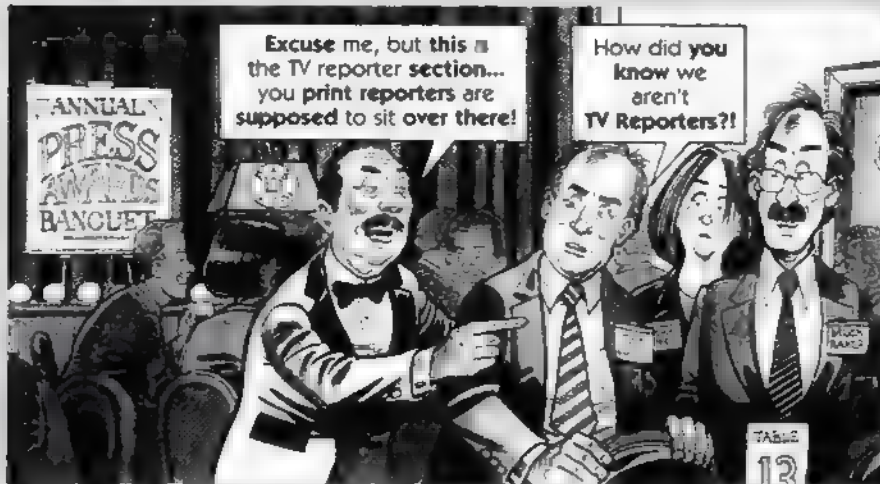
# SOUTH OF THE BORDER







# THE MAD WORLD

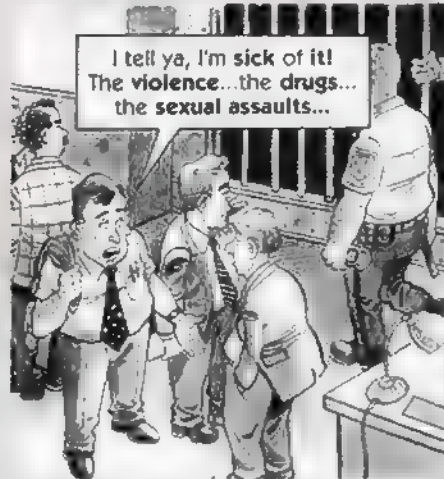
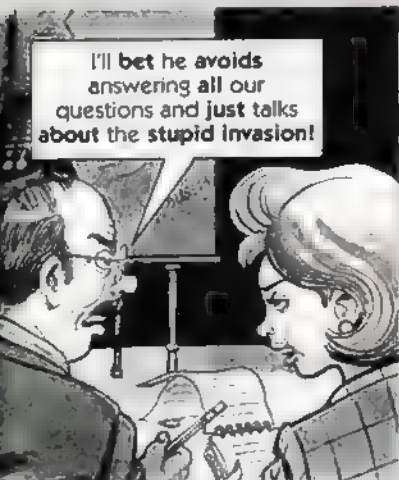
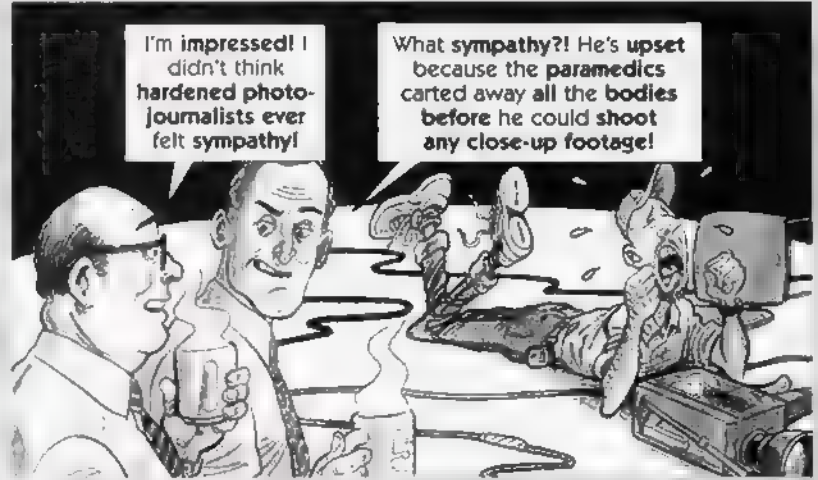




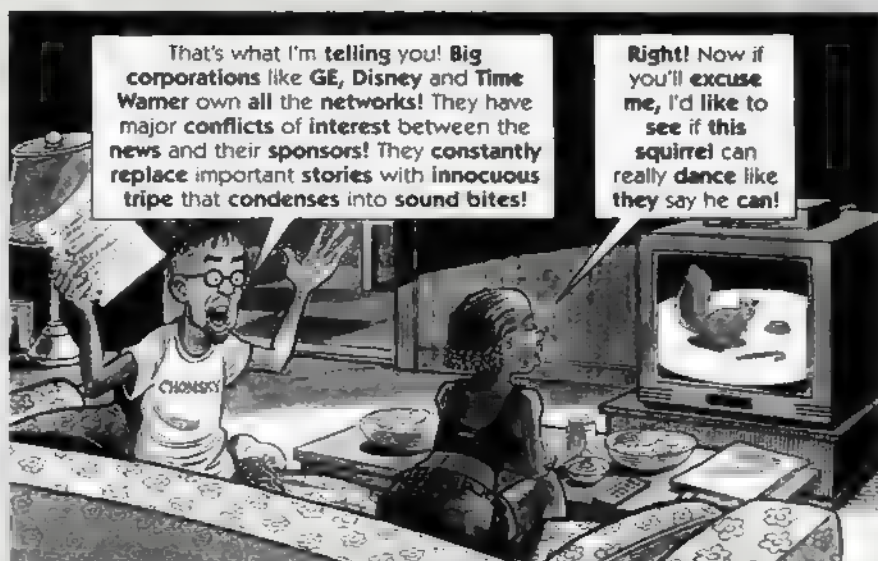
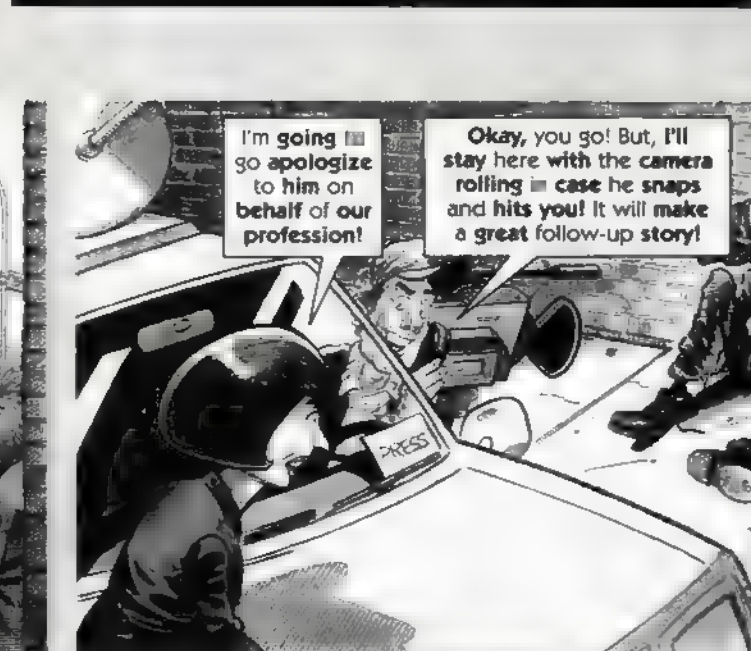
# OF... THE PRESS

ARTIST: R. J. MATSON

WRITERS: MIKE SNIDER AND BUTCH D'AMEROSIO









# MAD REGURGITATES THE 20TH CENTURY





# 1900-1909

The first decade of the 20th Century showed great promise, which shows you how misleading first decades

can be. Sigmund Freud's controversial new book *The Interpretation of Dreams* was causing people to lose sleep,

but since trying to understand Albert Einstein's new Theory of Relativity was putting people to sleep, everything evened out. President William McKinley was assassinated and Teddy Roosevelt became President. The assassination was a tragedy, but most agreed Roosevelt would look better on Mount Rushmore when it was sculpted anyway. The New York City subway system opened in 1904 — the urine stench came soon after. Irish, Italian and Eastern European immigrants streamed into America through Ellis Island — a fact they seem to have forgotten about when they began complaining about Puerto Rican and Caribbean immigrants who would arrive years later. Wilbur and Orville Wright flew the first airplane and Henry Ford introduced the most popular car in history, the Model T, so people would be able to drive to the crowded airports that would be springing up. The World Series started in 1903, although it took until 1908 for Major League Baseball to eliminate the spitball — something most public schools are still trying to do today. The Boy Scouts were founded and Mother's Day and Father's Day were introduced. Yes, it was a great time to be alive — until you caught diphtheria or smallpox or typhoid and died.



# 1910-1919

F.W. Woolworth opened a chain of "five and ten cent" stores selling goods for no more than ten cents. That sounds impressive now, but during this decade, very few things cost MORE than ten cents. One of those things were automobiles, rolling off Henry Ford's new creation, the factory assembly line. Cars were now well on their way to forever replacing the stench and stink of horse manure with the stench and stink of toxic vehicle exhaust. World War I, having started in 1914, contributed to the Russian Revolution of 1917, in which Czar



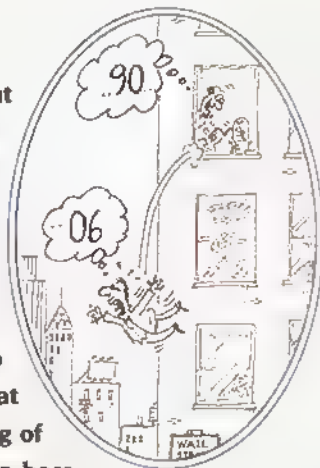


**Nicholas II**, a man who wore silly costumes and exerted dictatorial control over Russians' lives, was overthrown and replaced by **Lenin**, a man who also exerted dictatorial control over Russians' lives, but without the silly costumes. Russian fashion, however, was not what prompted **President Woodrow Wilson** to bring the U.S. into the World War in 1917. It ended two years later and came to be known as "The War to End All Wars"—which it was...until World War II broke out. To escape the war's memory, people flocked to movie theaters to see the film comedies of **Charlie Chaplin**, a comedic genius who by decade's end was making one million dollars a year, which, even when converted into today's dollars, is still less than that no-talent jerk Adam Sandler makes.

## 1920-1929

Everyone remembers this decade as "The Roaring Twenties," but actually that sound was probably a moan, not a roar. Sure, some good things did happen in the '20s: women were finally given the right to vote (so they could elect the same stupid candidates men had been electing), the first regular radio broadcasts began (so families didn't have to speak to one another at home anymore), **Babe Ruth** hit a record 60 home runs (proving a drunken, out-of-shape fat guy could be a great athlete) and **Charles Lindbergh** became the first man to fly solo across the Atlantic (proving a skinny anti-semitic could be a great American hero). But consider this: The decade began with the passing of the 18th Amendment, prohibiting the sale of alcoholic drinks, even in bars.

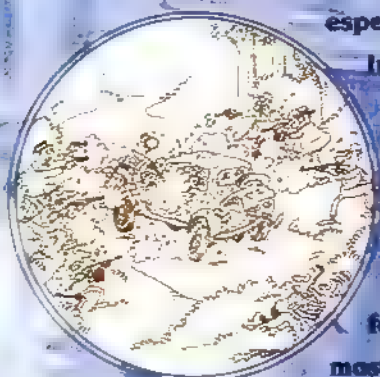
Seven Chicago gangsters were machine-gunned on February 14th, 1929, allowing newspapers to use the memorable "St. Valentine's Day Massacre" headline instead of the far less catchy "February 16th Massacre." **William Jennings Bryan** successfully prosecuted **John Scopes** for teaching the Theory of Evolution, proving that if nothing else, Bryan and the jury weren't quite as evolved from the monkeys as the rest of us. *The Jazz Singer*, the first talking feature film, opened in 1927, and people haven't stopped talking in movie theaters since. Then, in late 1929, the stock market crashed, throwing the U.S. into a long Depression, as if enough depressing things hadn't already happened in this decade.





# 1930-1939

Considering it was a decade in which everyone was broke, a lot sure happened in the '30s. The Star Spangled Banner was adopted as America's National Anthem in 1931, forcing people to stand up and sing out of tune at the beginning of sporting events ever since. Both the U.S. and Germany were especially hard hit by the Depression, though they had different ways of dealing with it.



In the U.S., Franklin Roosevelt was sworn in as President in 1933, and he began Social Security. In Germany, Adolf Hitler was named Chancellor in 1933, and he began burning books. Also in 1933, the 21st Amendment passed, repealing prohibition. Oddly enough, even though it was a depression, people suddenly found money for booze. In fact, the repeal was such a success that in 1935, Alcoholics Anonymous was formed. Since everyone was unemployed, people spent

most of their time following violent and tragic stories in the newspapers and on radio, such as bank robbers Bonnie and Clyde who were killed in a shoot-out in 1934 — though not in the same art, slo-motion way they were in the 1967 movie named after them. Air disasters provided cheap entertainment as well. In 1937, Amelia Earhart disappeared over the Pacific and the Zeppelin Hindenburg exploded and burned in Lakehurst, NJ. (Conspiracy theorists are still trying to link the two.) In 1936, King Edward VIII abdicated the British throne to marry an American. He also did something else no modern members of the royal family have done — he stayed married for 35 years. In 1939, the film classics *Gone With the Wind* and *The Wizard of Oz* both premiered. That memorable line, "Frankly my dear, I don't give a damn about you and your little dog, too" was spoken in one or both of them. (It's been a while since we saw them.)

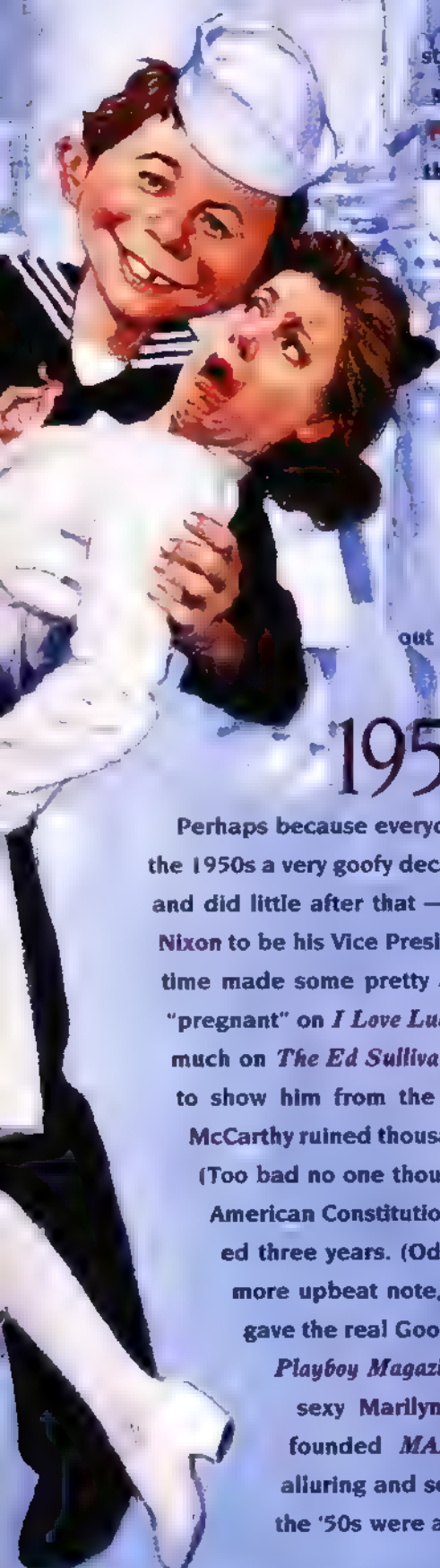
# 1940-1949

We know...you saw *Saving Private Ryan* and think you already know everything about the '40s because World War II was all that happened in that decade.

You're wrong. In 1940, for instance, you could say that Charlie

Chaplin's new film *The Great Dictator*, a savage parody of Adolf Hitler, was sort of related to the war, but that same year cave paintings dating to 15,000 BC were discovered in Lascaux, France. The paintings depict prehistoric beasts, but if you squint just the right way, they clearly look like dogs playing poker. True, in 1941 the Japanese sneak attack on U.S. forces in Pearl Harbor brought our country into the war, but in a very non-war activity, New York Yankee Joe DiMaggio had a 56 consecutive game hitting





streak — a record Mark McGwire can't break no matter how many consecutive steroids he pops. Sure, we all know the dropping of the first atomic bombs on Hiroshima and Nagasaki, Japan in 1945 brought WWII to an end, but something just as ominous happened that year — Tupperware first went on sale, launching millions of decadently dull Tupperware parties. Yeah, okay, the testing of atomic bombs first developed for use in WWII continued in 1946 on the Bikini Atoll in the South Pacific. But days later, a French designer borrowed the name "bikini" for his new 2-piece bathing suit. The name stuck and provided enough "fitting room angst" to fuel hundreds of awful "Cathy" comic strips to come. And yes, the breaking of the sound barrier in 1947 by jet pilot Chuck Yeager was the result of research begun during WWII, however, the alleged crash-landing of an alien spacecraft in Roswell, New Mexico that year wasn't. (Guess which event was more responsible for fueling hundreds of awful X-Files episodes.) So, maybe now you understand why over 50 years later, *Shakespeare In Love* beat out *Saving Private Ryan* as Best Picture.

## 1950-1959

Perhaps because everyone was so happy World War II was over, they started acting silly, which made the 1950s a very goofy decade. Dwight Eisenhower, a World War II military leader, was elected President and did little after that — much to the relief of voters, who were fearful that Ike's choice of Richard Nixon to be his Vice President might mean he was prone to making goofy decisions. Others around this time made some pretty goofy decisions, too. CBS executives wouldn't let Lucille Ball use the word "pregnant" on *I Love Lucy*, even though she had little Ricky baking in the oven. Elvis Presley shook so much on *The Ed Sullivan Show* that goofy Ed, who never shook at all, wouldn't allow his cameramen to show him from the waist down. And in the "so-goofy-it's-tragic" department, Senator Joseph McCarthy ruined thousands of American people's lives by falsely accusing them of being communists. (Too bad no one thought to ask him, "Senator, are you now or have you ever been a reader of the American Constitution?") All of this happened against the backdrop of the Korean War, which lasted three years. (Oddly, the '70s TV show inspired by the war, *M\*A\*S\*H*, lasted 11 years.) On a more upbeat note, Walt Disney opened Disneyland in 1955 (which gave the real Goofy a place to live). Hugh Hefner founded *Playboy Magazine*, which featured the alluring and sexy Marilyn Monroe, and William M. Gaines founded *MAD Magazine*, which featured the alluring and sexy Alfred E. Neuman. Like we said, the '50s were a goofy time.

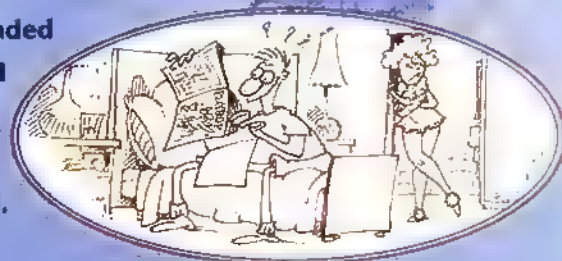


ILLUSTRATION BY RICHARD WILLIAMS



# 1960-1969

Bob Dylan sang, "The times, they are a changin'," and he was right. The '60s were a time of tremendous social upheaval. (Dylan also sang "Blowin' in the Wind," but we're not sure if he was referring to social unrest or smoke from all the pot everyone was smoking.) The Beatles followed Dylan onto the music scene. Unlike Dylan, however,

The Beatles added catchy melodies and ungarbled lyrics to their songs. Still, neither Dylan nor The Beatles appeared at Woodstock, the legendary 1969 rock concert at

which almost no one paid to get in and most attending were extremely uncomfortable and couldn't get close enough to see or hear the show. Rock promoters saw this problem and fixed it, so at all future concerts, they made sure everyone paid. The '60s was a big decade for tragic killings, too. President

John F. Kennedy was shot by Lee Harvey Oswald, who was then shot by Jack Ruby. Sirhan shot Martin Luther King. And Robert Kennedy shot Oswald. And Oswald ordered the shootings of dozens of innocent women and children in a Dallas massacre. To the best of our knowledge, neither Oswald, Ruby, Sirhan, Ray or Calley ever played violent video games, listened to gangsta rap or worked for the U.S. Postal Service. Go figure. And if all this weren't hard enough for a shell-shocked nation to bear, in 1969, Dick Cavett mysteriously replaced Dick Van Dyke as Darin on the TV show *Bewitched*. The decade ended with Neil Armstrong becoming the first man to walk on the Moon, although we suspect the reason he went there was to escape all the craziness happening on Earth.





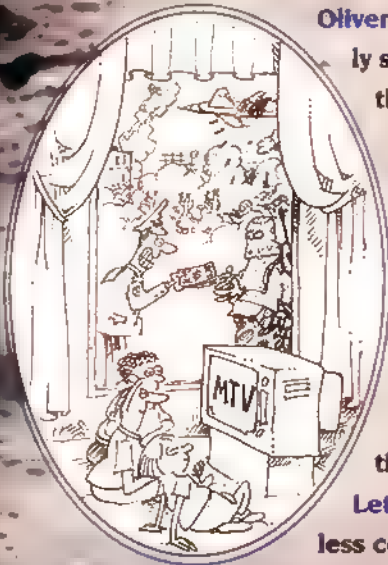
# 1970-1979

The '70s began with **President Nixon** and his men working hard to plan the botched **Watergate** hotel break-in. In 1974, Nixon resigned in disgrace, hounded out of office by citizens incensed that every political scandal from now on would have to have the suffix "-gate" added to it, like "Iran-gate" and "Monica-gate." We had a new President and soon thereafter a new TV series called **Saturday Night Live**, and we all learned that America preferred a **Chevy (Chase)** over a **Ford (Gerald)**. The **War in Vietnam** ended and everyone was so happy they started **disco dancing**. (For those who couldn't dance or didn't own a white polyester suit, they created the arcade games **Space Invaders** and **Pac-Man**.) In 1976, America celebrated its 200th birthday and showed the world it still had a sense of humor by electing a peanut farmer, **Jimmy Carter**, as President. A big gas shortage followed that, causing more inflation, so **HBO** was invented to entertain everyone who was staying home because they didn't have enough money or fuel to go out anymore. That is, until the first **Star Wars** film premiered, only to learn it was Episode 1, 2 and 3, and they'd have to wait over twenty years



# 1980-1989

A few weeks before this decade began, **Ayatollah Khomeini** of Iran decided he didn't like **President Jimmy Carter** for helping the dying **Shah of Iran**, so he took 34 Americans hostage. America responded by electing as President **Ronald Reagan**, a former actor who used to co-star in movies with chimps. Shaken into believing Americans were capable of any insane act, Khomeini immediately released the hostages. Emboldened by this "triumph," when Congress declared it illegal to help the **Contras in Nicaragua**, Reagan had **Oliver North**, a U.S. Marine Colonel, operate out of the White House Basement, illegally selling weapons to the same Iranians who had held Americans hostage, and giving the money from the sales to the Contras. Since all this illegal activity didn't involve Richard Nixon or sex, no one saw the need to impeach Reagan. In 1984, **Geraldine Ferraro** became the first woman chosen by a major party to run for Vice President. She brought a new sense of equality, dignity and respect to women everywhere, but more people were gaping at **Vanessa Williams'** nude pictures in **Penthouse**. After all, she was the first African American Miss America, and the first Miss America to be stripped of her title because her nude pictures were in **Penthouse**. Now she's a big recording and movie star, and most people can't remember Geraldine Ferraro. Maybe people just chose to pay more attention to watching a slutty **Madonna** on the new **MTV cable network** or a moody **David Letterman** on his new **Late Night** show or checking **People Magazine's** seemingly endless coverage of **Diana, the new Princess of Wales**. Or they were watching their tax dollars being wasted to bail out corrupt **Savings and Loan banks** after Congress let them blow all their depositors' money on **junk bonds**. Or they were glued to their new **VCRs**, which allowed people to view X-rated films on their own televisions. Hey, at least there was ONE positive thing in the '80s!



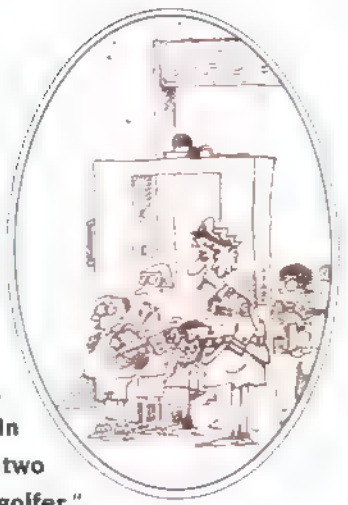


# 1990-1999

The '90s was a contradiction-filled decade. In 1991, President **George Bush** led an unprecedented coalition of nations in the **Gulf War**, triumphantly defeating **Saddam Hussein's** "Elite Republican Guard" and earning astronomical approval ratings. The next year, voters kicked Bush out of office in favor of a philandering, draft-dodging **Bill Clinton**. In 1994, Congressman **Newt Gingrich** led Republicans to control of the Congress and Senate, and in 1998 had proof that President Clinton lied under oath about an illicit affair with a young, calorically-challenged **White House** intern. Yet "Slick Willy" wasn't convicted, attained his highest approval ratings ever and Gingrich ended up resigning in disgrace. In 1995, despite a mountain of evidence, a jury declared **O.J. Simpson** not guilty of murdering two people. Today, Simpson is second only to **Tiger Woods** in the category "most famous black golfer."

Events in the '90s mirrored yet contradicted things that happened in previous decades. In 1969, during a time of war, hundreds of thousands of people enjoyed the Woodstock concert in total peace. In 1999, during a time of peace, hundreds of thousands of people turned another **Woodstock** concert into a war zone. In the '60s, students had to stay in school if they wanted to avoid the shooting in Vietnam. In the '90s, students had to stay out of school if they wanted to avoid the shooting in the hallways. There were also things in the '90s that reflected and reminded us of things that happened earlier in the century. In 1912, people were shocked to hear the dreadful news of the ocean liner **Titanic's** sinking. In 1997, people were shocked to hear news of the dreadful movie *Titanic's* weekly box office grosses. In the '30s and '40s we laughed at the drunken, blustery movie antics of swollen-nosed **W.C. Fields**. In the '90s we worried about the drunken, blustery Russian antics of swollen-nosed **Boris Yeltsin**. Finally, in 1937, everyone was familiar with the **Hindenburg**, a huge bag of hot, explosive gas. In the '90s we had **Rush Limbaugh**.

So that's our small cross-section of what happened in the 20th century. No doubt in a couple of years someone (not us) will write how the first decade of the 21st century shows great promise, and again, we will see just how misleading first decades can be.

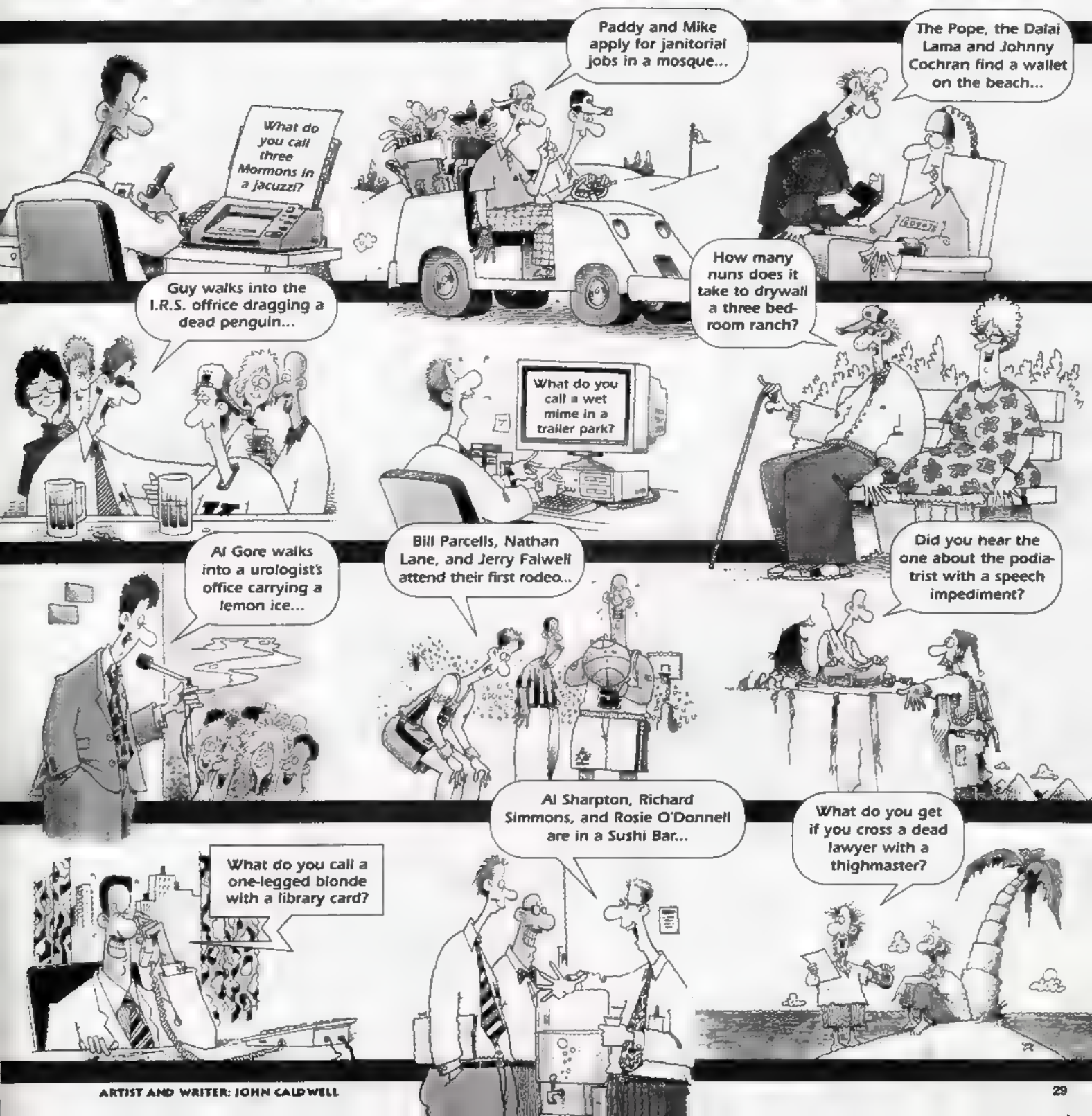






Some may say that a joke without a punchline is like a hamburger without the meat, a song without a melody, a prison shower without the soap. They're probably right, but our judgment hasn't improved any since the first time this premise ran, so here's...

# MORE JOKE SET-UPS THAT DON'T NEED A PUNCHLINE







ADD NAUSEAM DEPT.

ONE LAME  
COMIC PREMISE

ONE HACK  
WRITER

# MAD EQ



MUHAMMAD ALI



HANNIBAL LECTER



MIKE TYSON



OLIVER HARDY



ELLEN DEGENERES



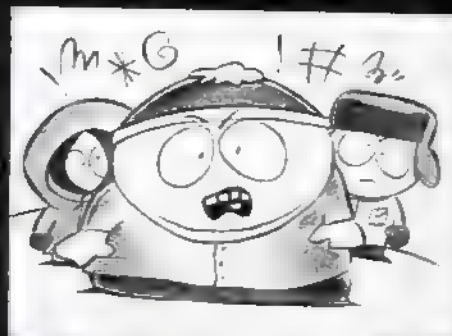
ROSIE O'DONNELL



THE RUGRATS



DEF COMEDY JAM



SOUTH PARK



SUPREME COURT JUSTICE  
RUTH BADER GINSBURG



JOAN RIVERS



JUDGE JUDY



ONE MEDIOCRE  
ARTIST + FIVE BAD  
MAGAZINE EDITORS =  
**QUATIONS**



ARETHA FRANKLIN



AL ROKER



LAURYN HILL



OLIVE OYL



CATHY



ALLY MCBEAL



BOB VILA



LEONA HELMSLEY



MARTHA STEWART



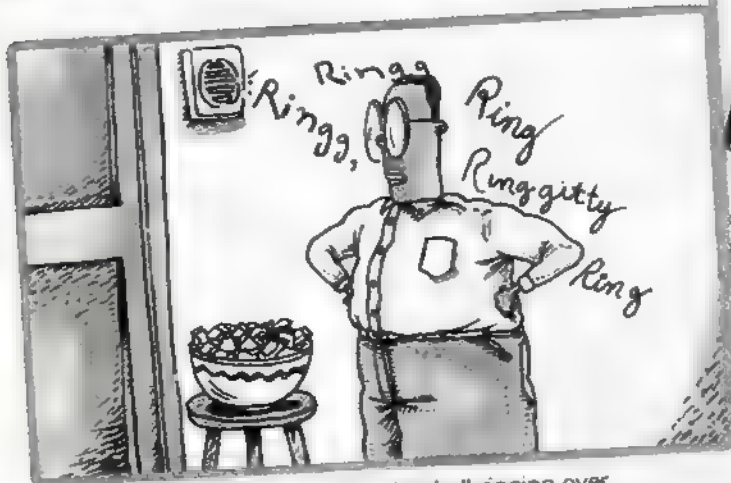
DELLA REESE



MARLON BRANDO



SHAMU THE WHALE



**JENKINS** finds the doorbell ringing over and over all night long a tad annoying.



**MELVIN** welcomes anything that drowns out the growling voices in his head.

# Melvin &

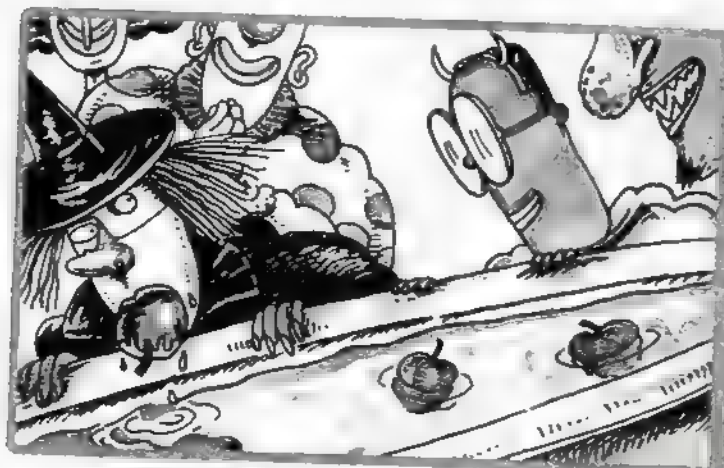


**JENKINS** has one safety rule:  
You can't keep unwrapped fruit or candy.



**MELVIN** also has one rule:  
Eat around the razor blades.

# Guide to



**JENKINS** fills up a large tub with water and apples to insure an evening of bobbing fun.



**MELVIN** flushes the toilet so that the counterclockwise spin will create a real challenge for his guests.





**JENKINS** visits local hospitals dressed as Batman, and hand-delivers candy to all the children who are too sick to trick-or-treat.



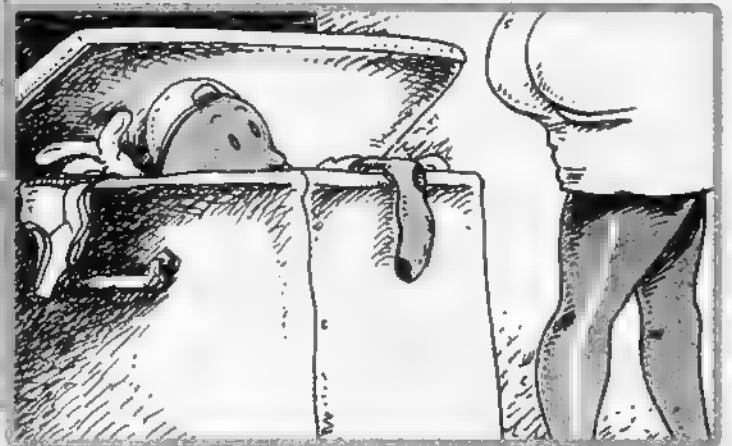
**MELVIN** amuses himself by drawing jack-o-lanterns on the coma patients' bellies.



# Jenkins'

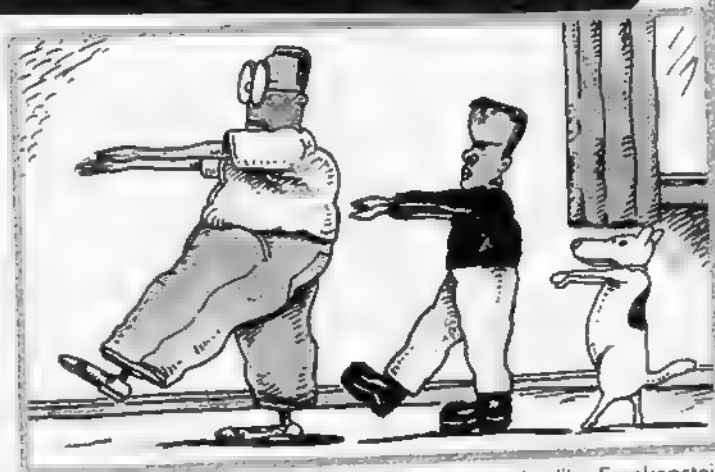


**JENKINS** lurks in the bushes in full costume, waiting to jump out and scare the pants off his friend.

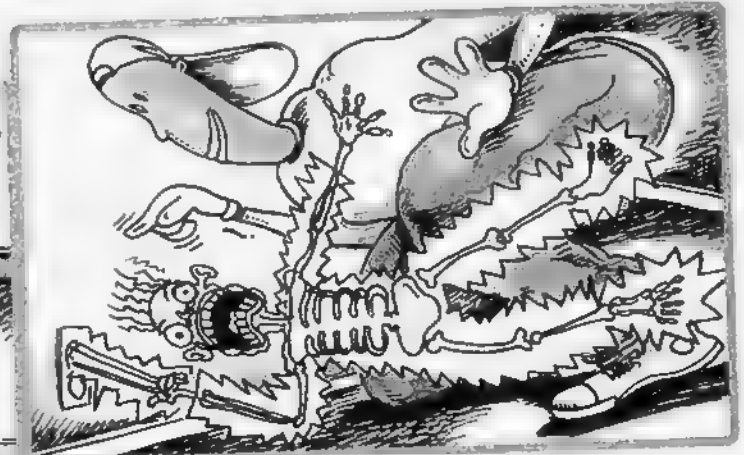


**MELVIN** hides in the clothes hamper, waiting for someone to use the bathroom.

# Halloween



**JENKINS** tells a kid that if he really wants to be like Frankenstein, he has to perfect the stiff, jerky walk and slurred, "AARRRrrr" speech.



**MELVIN** hands the kid ice tongs and directs him over to the electrical outlet.

CHOOSE THE CARRIER OF YOUR  
SECRETS WELL, BUT YOUR LONG  
DISTANCE CARRIER EVEN BETTER.

PUT NOTHING ABOVE YOUR WIFE.  
NOR BELOW — UNTIL SHE JOINS  
WEIGHT WATCHERS

THE WISE AND VIRTUOUS WOMAN  
DOES NOT BESTOW HER FRIENDSHIP  
UPON THE HOOCHE. MAMA



#### CHOP SCHTICK DEPT.

Fortune cookies have been a source of ancient Chinese wisdom for a long time. But with China moving into the 21st century and feeling the pressures of westernization, the tone of those culinary pearls of wisdom is bound to change, resulting in the kind of aphorisms found in the following...

# MODERN CHINESE FORTUNE COOKIES

THE SUPERIOR MAN LEAVES  
HIS OLD AGE NEITHER TO  
CHANCE NOR TO HIM

THE RICE WELCOMES THE MONSOON AS  
THE BIMBO WELCOMES THE SILICONE

IF IT IS PEACEFUL SLUMBER YOU SEEK,  
THEN SEEK UNTIL YOU FIND C-SPAN.

THE SINS OF THE FATHER ARE VISITED  
UPON THE SON. BUT NOT THE VOICE —  
OR HAVEN I YOU HEARD SEAN LENOIR?

THE GREATEST LIES ARE THOSE  
TOLD TO ONESELF PLUS THE  
ONES FROM BIG TOBACCO

TO TAKE ANOTHER'S BREAD IS STEALING.  
TO TAKE ANOTHER'S SONG IS SAMPLING.

EACH JOURNEY IS AN ADVENTURE —  
YET EVEN MORE SO ON AMTRAK.

SOME WISDOM IS GIVEN  
TO ALL. YET MANY  
PLAY THE LOTTERY.





What are most Americans hooked on? Sex? Yeah. Booze? Right again! Phonics? Sure! But for the purpose of this article, let's all agree that Americans are hooked mainly on pills, potions and ointments — legal or otherwise! Which leads us at MAD, the perverse pushers of poetry, to present...

# THE A B C's OF DRUGS

ARTIST: RICK TULKA

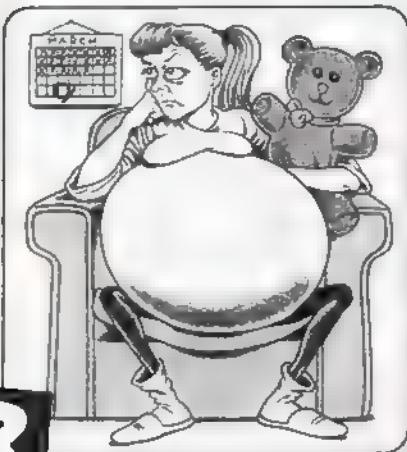
WRITER: FRANK JACOBS



**A**

**A is for Aspirin**

*The first drug you'll swallow;  
It won't be your last—  
Loads of others will follow.*



**B**

**B is for Birth Control Pills**

*Which are worth er'ry buck;  
Forget to take one —  
Baby, you're outta luck!*



**C**

**C is for Cocaine**

*Not addictive, you say?  
You just use it to "cope"  
Twenty times ev'ry day.*



**D**

**D is for Date Rape Drugs**

*She'll pass out without fail;  
Save a few for yourself  
When you're gang-raped in jail.*



**E**

**E is for Ecstasy**

*Gets you hot beyond measure;  
If you can't find a date,  
Hey, there's always self-pleasure!*



# THE ABC's OF DRUGS



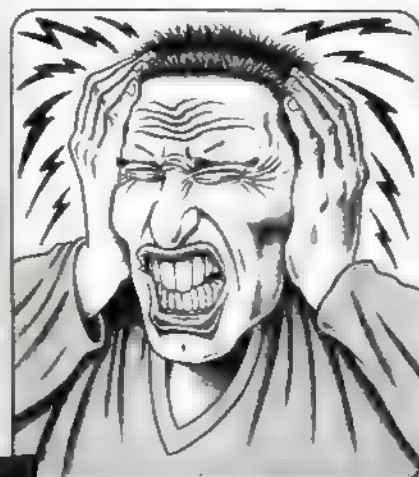
**F** is for Fertility Drugs  
Mom's doing just fine;  
She hoped for a girl —  
Big surprise — she got nine!



**G** is for Ginkgo  
An herbal success,  
Though what value it has  
Is most anyone's guess.



**H** is for Heroin  
Did it leave her half dead?  
Or is it a pose  
For a Calvin Klein spread?



**I** is for Ibuprofen  
Which trendy pills now contain;  
Got no money? No problem,  
Then live with your pain.



**J** is for Joint  
Should some Narc give you grief,  
Say you're never inhaled,  
Then sing "Hail to the Chief."



**K** is for Kaopectate  
When the runs make you ill,  
After downing some school  
Cafeteria swill.



**L** is for LSD  
Take a tab — soon you'll see,  
That your lamp's talking Freud  
With a moose in a tree.





**M**

is for Minoxidil

A hair-raising drug;  
Takes a year to grow fuzz —  
Give it up! Buy a rug!



**N**

is for Nicoderm

There's only one catch:  
Though you no longer smoke,  
You're now hooked on the patch.



**O**

is for Oxy 10

Got a zit? This may stop 'em;  
But why bother when  
It's more fun just to pop 'em!



**P**

is for Prozac

Which ends the depression  
You get from the cost  
Of an analyst's session.



**Q**

is for Quinterra

What's it for? We're no clue;  
We're just thankful we've found  
A drug starting with "Q."



**R**

is for Ritalin

When a kid's not attentive;  
Though a kick in the butt  
Seems a stronger incentive.

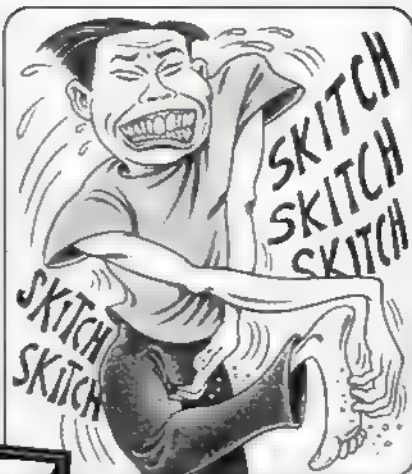


**S**

is for Steroids

Guy, you're built like a truck;  
But despite abs of steel,  
Girls still know you're a schmuck.

# THE ABC's OF DRUGS



**T**

is for Tinactin  
Which battles foot fungus,  
Or soothing your crotch  
When that itch is humungous.



**U**

is for Uppers  
When term papers you sweat;  
But icky stay up all night?  
Sripe 'em straight off the 'Net!



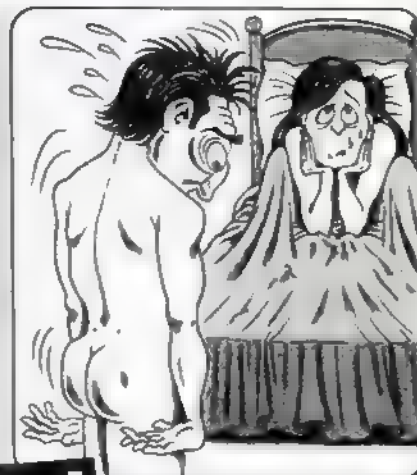
**V**

is for Viagra  
When your problem's acute:  
Don't despair—gulp one down,  
Then stand up and salute!



**W**

is for Weed  
In a rolled cigarette;  
What's that? We did "Joint"?  
When you're stoned you forget.



**X**

is for Xanax  
Side effects? Yessiree!  
Impotence? No problem—  
Just go back to "V."



**Y**

is for Youth Cream  
Hides each wrinkle and line;  
What a shame it can't hide  
That you weigh 3-0-9.



**Z**

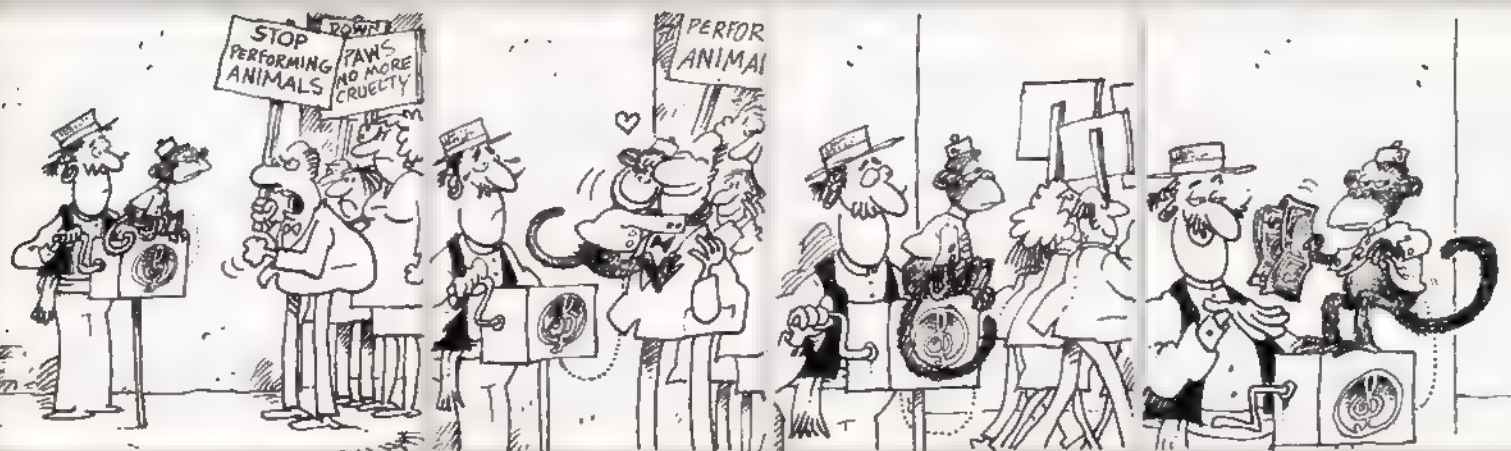
is for Zyban and Zantac and Zerit  
Each year more appear till we barely can bear it;  
There's Zyrtec and Zestril and so many more,  
Like Zolof and Zomig—God knows what's in store?

Ah, those years long ago,  
we look back on them still,  
When folks seldom  
got hooked on some  
new-fangled pill;  
Who'd have thought  
in that era of horses  
and buggies  
We'd wind up today  
— just a nation  
of druggies.



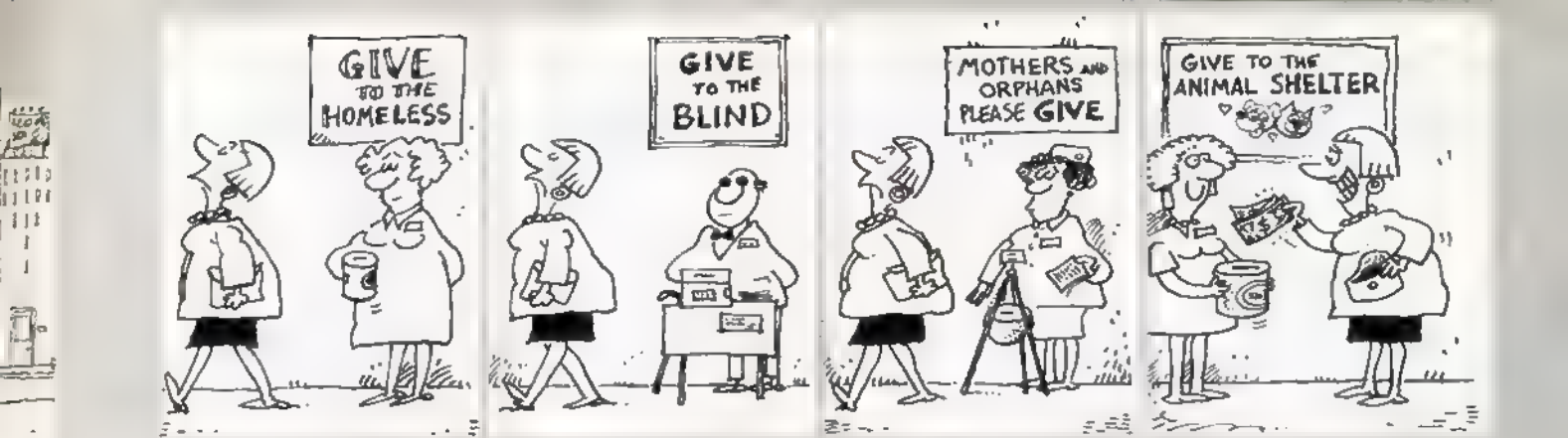


# A MAD LOOK AT ANIMAL ACTIVISTS











These days, the only thing more painful than getting in an accident is filing your claim with an HMO. These greedy, slimy, impersonal creeps make their policies as restrictive as possible to insure that you won't see a dime. In that frustrating spirit, here's an application we're sure to see in the not-too-distant future, the...

# TRIVIALERS HMO

## Medical Claim Form



Today's Date \_\_\_\_\_  
 Yesterday's Date \_\_\_\_\_  
 Tomorrow's Date \_\_\_\_\_

WARNING: WRITING IN ANY BLANK SPACE WILL VOID YOUR CLAIM.  
 ANY FORMS WITH BLANK SPACES WILL BE RETURNED.

### PART 1 - PATIENT INFORMATION

Name \_\_\_\_\_ Age \_\_\_\_\_  
 Social Security # \_\_\_\_\_  
 Our Client # \_\_\_\_\_ Your Client # \_\_\_\_\_  
 Pick A # From 1 to 100 \_\_\_\_\_ (WARNING: Picking the wrong number will void your claim.)

### PART 2 - EMPLOYER INFORMATION

Company Name \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 Company Phone \_\_\_\_\_ Company Fax \_\_\_\_\_  
 Company E-mail \_\_\_\_\_  
 Company Earnings in Fiscal Year 1989 \_\_\_\_\_  
 Company President's Wife's Maiden Name \_\_\_\_\_  
 List All Employees and Their Social Security and License Plate Numbers:  
 (Attach sheets as needed)

### PART 3 - CLAIM ILLNESS / ACCIDENTS

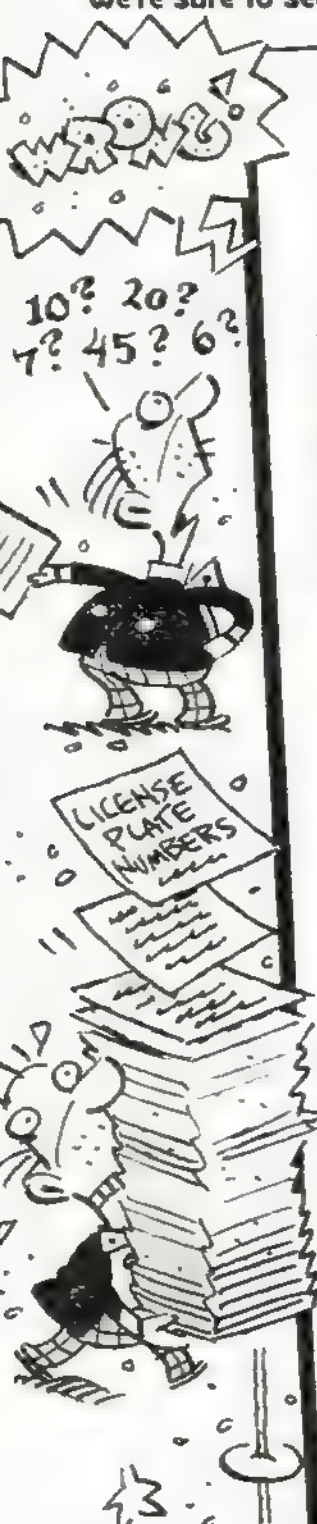
Nature of Illness or Injury \_\_\_\_\_  
 Date of Illness or Injury \_\_\_\_\_  
 Was Illness / Injury Work Related? ☐ Y ☐ N  
 Was Illness / Injury Related to Your Drunken Stupor? ☐ Y ☐ N  
 Have You Been Treated for This Illness / Injury in the Past 12 Months? ☐ Y ☐ N  
 In the Past 12 Years? ☐ Y ☐ N  
 In the Past 12 Minutes? ☐ Y ☐ N  
 In the highly unlikely event we pay you for treatment of this Illness / Injury, do you promise not to get it again? ☐ Y ☐ N  
 Explain below how you will take active measures NOT to get sick:  
 \_\_\_\_\_  
 \_\_\_\_\_

### THIS SECTION TO BE FILLED OUT BY ACCIDENT VICTIMS ONLY

What Was the Exact Time of the Accident? \_\_\_\_\_ What Was the Weather at the Time of the Accident? \_\_\_\_\_  
 Temp (Celsius) \_\_\_\_\_ Humidity \_\_\_\_\_ Wind Speed \_\_\_\_\_ Wind Direction \_\_\_\_\_ Wind Chill Factor \_\_\_\_\_  
 Forecast For Next Day \_\_\_\_\_  
 Were You Killed? Yes ☐ No ☐ Not Sure ☐ (NOTE: IF YOU WERE KILLED, SKIP TO END, SIGN FORM AND RETURN TO US.)  
 Were You the Cause of the Accident? \_\_\_\_\_ If No, Then Who Was? \_\_\_\_\_  
 (Come On, Think — Accidents Don't JUST HAPPEN!!!!)  
 Do You Believe That Lying on This Form Will Result in Your Eternal Damnation in Hell? Yes ☐ No ☐  
 (If No, Stop Here and Light Form on Fire.)  
 Do You Have Any Other Insurance? Yes ☐ No ☐  
 (If Yes, Give Details) \_\_\_\_\_  
 (If Not, Why Not? Give Details) \_\_\_\_\_


List six references who are non-relatives, non-friends, or former / current coworkers who will vouch for the fact that you are not a delusional, lying hypochondriac.

1. \_\_\_\_\_ 4. \_\_\_\_\_  
 2. \_\_\_\_\_ 5. \_\_\_\_\_  
 3. \_\_\_\_\_ 6. \_\_\_\_\_





2904 2POT SP: 590 SPOT



No SURGERY...  
"CLICK"... No SURGERY..  
"CLICK"... No SURGERY..  
"CLICK"... No..

### CLAIM AUTHORIZATION

- ☐ **Pay Benefits Directly to My Doctor**  
(Only doctors approved by our company can be paid directly. For security reasons, we cannot release the names of the doctors on our approved list.)
- ☐ **Pay benefits directly to me**  
(If you want benefits paid directly to you, you must also fill out MULTI-FORM PBOTM-8. Pages 2 and 4 must be notarized. You must retain pages 3 and 5 and half of page 6. The other half of page 6 is for your doctor. Page 7 for your nurse. Page 8 for your doctor's receptionist. You should forward Page 9 to your next of kin. If you have a Page 10 you have the wrong form.)
- ☐ **Pay benefits directly back to Trivialers Insurance Co.**  
(We guarantee 100% payment with no deductible!)

### WARNING!

Any person who tries to deceive or defraud an insurance company should get in line because everyone tries! Deceit and fraud, however, should only be attempted by big company executives and politicians who are experienced and skilled in such underhanded dealings.

### NOTICE OF DISCLOSURE

We may share the information on this form with doctors, hospitals, medical providers, telemarketers, our employees (who are looking for a few laughs) and with the public on our internet site. Other than that, the information given here will be held in strictest confidence.

### DRUGS

Your plan requires you to take useless generic drugs in place of effective brand name ones. To prevent unauthorized or over-use of drugs, you must pick up your daily dosage each day in one of the four approved pharmacies listed in your "Guide To Benefits" booklet. For your convenience there is one pharmacy located in each of the East, Central, Mountain and Pacific Time Zones.

### SURGERY

Your plan prohibits you from receiving life-saving surgery without our written approval. To receive written approval, please fill out MULTI-FORM 8-MTDBP which you may request by phone. Please allow 12 weeks for delivery, 22 weeks for our Surgical Board to review your initial request, 12 more weeks for you to fill out all the other forms we will send you and 22 more weeks for us to get back to you, unless we lose your forms. This keeps costs and survival rates at a minimum.

★ No Surgery is approved without a second opinion. ★  
For a free pre-recorded second opinion call 1-800-NO-NEED

I hereby certify that the above statements are 100% complete, accurate, factual and true, and I agree to reimburse the Trivialers HMO Plan Administrators to the extent of all the money I'll ever make in my lifetime should they find otherwise. Or even if they don't.

EMPLOYEE'S SIGNATURE \_\_\_\_\_

EMPLOYEE'S SUPERVISOR'S BOSS' SIGNATURE \_\_\_\_\_

NURSE'S SIGNATURE \_\_\_\_\_

CELEBRITY'S SIGNATURE \_\_\_\_\_

EMPLOYEE'S SUPERVISOR SIGNATURE \_\_\_\_\_

DOCTOR'S SIGNATURE \_\_\_\_\_

DOCTOR'S RECEPTIONIST'S SIGNATURE \_\_\_\_\_

DOG'S SIGNATURE \_\_\_\_\_

If you do not hear from us within a year, wait another year. Processing forms takes time. Processing your co-payments, however, doesn't! If you owe us money, it's due 15 days before we bill you!

### OUR PROMISE:

We will pay all medical claims within 18 months of your death. Then all you need to do is countersign the check and deposit it.

ALL  
GENERIC  
DRUGS  
GUARANTEED  
NOT TO WORK



YUP, HE'S A  
DELUSIONAL,  
DIRTY LYING  
HYPOCHONDRIAC!  
I'M RIGHT ON?

ARTIST: ELWOOD SMITH  
WRITER: DICK DEBARTOLO  
IDEA: JOHN BIEDERMAN



NOTHIN' SAYS LOVIN' LIKE SOMETHING FROM THE COVEN DEPT.

Recently, we gave four blank pages to two idiots. They planned to use the four pages to create a hysterically funny movie parody.

However, things did not go as planned. This is all that remains.

# THE BLAND WITCH PROJECT

I'm Heifer! I want to escape the woods, and I want to somehow survive this horror! But what I really want is to direct! I have a vision! So what if that vision is blurry and shakes all over the place?

As you'll see, I like to film the exact same stuff over again and again — so I'm already as good a director as Spike Lee!

The only trouble is, what happens to me in this movie is the **ULTIMATE** one-picture deal! Forget about any sequels!

I'm Squash, and I came here to answer a mysterious question!

And no, that question is NOT

"Hey, aren't you the guy who used to be in the Spin Doctors?"

A lot of things that happen in this movie get me angry! But what pisses me off most of all is something that doesn't happen! I'm the only long-haired dude in the history of horror movies who **DOESN'T** get laid moments before he gets killed!

I'm Meatball! I wear a snug, form-fitting outfit throughout the movie! Unfortunately, it's a poncho! I'm the voice of reason who raises some troubling issues about this whole project!

However, I wait until we're in the middle of a freakin' forest to raise those issues! Okay, so my timing's a tad off! When we get back to civilization, I might buy some Microsoft stock — I have a feeling it could be worth something someday!

I'm Heifer again! Since there's only a grand total of three characters in this whole damn movie, it's tough for MAD to fill out this intro panel! So, how do you like this caricature of me from a different angle? Neat, huh?



Hi, I'm Myluck and this is Saycheez! We're the directors of this "documentary"! We sent our actors into the woods without a script, and made them do all the filming work! To create the realistic feel of this movie, we made our actors sleep in dirt, fall into cold water, eat buggy food, go without sleep and freeze their asses off! We originally got the idea while we were head counselors at summer camp!

Hi, I'm Calista Flockhart! I came to learn some diet tips from those spooky wooden stick men that are all over the forest! I'm so envious of them! No matter how carefully I eat, I just can't get below a 12-inch waist!

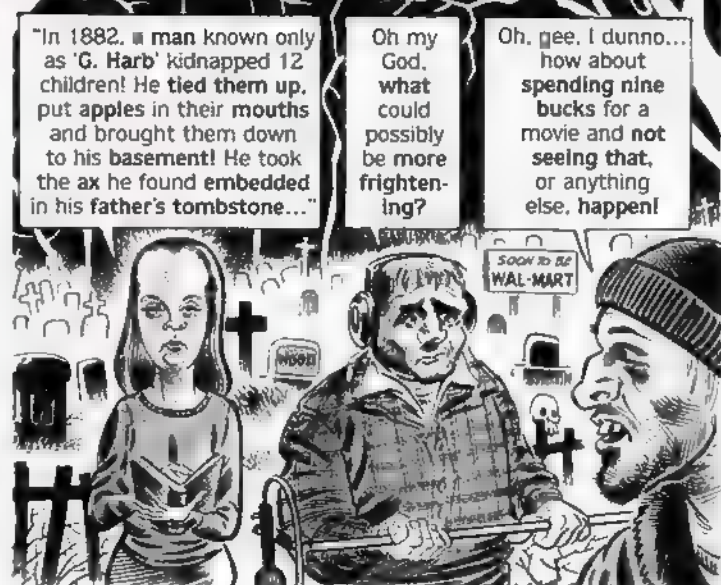




We're packing so much **battery power**, we could light up a whole town! Boy, have we got **big ol' batteries!** Batteries, batteries, batteries!

Um, this is a **three-person crew!** We ALL know what **equipment** we've got! Why're you making such a **big deal?**

So the audience won't suddenly wonder why we ran out of food, water, and **everything** else, but managed to keep that damn camera going 24-7!



"In 1882, a man known only as 'G. Harb' kidnapped 12 children! He tied them up, put apples in their mouths and brought them down to his basement! He took the ax he found embedded in his father's tombstone..."

Oh my God, what could possibly be more frightening?

Oh, gee, I dunno... how about spending nine bucks for a movie and not seeing that, or anything else, happen!



We're filming a documentary! Do you believe there was a **Bland Witch?**

Of course I do! I'd better! I built my entire business on it! Wanna buy a **Bland Witch poster?** A pointy hat? A T-shirt?

Sure, I met the **Bland Witch** once! I saw her floating over my head!

So it's true! What'd she look like?

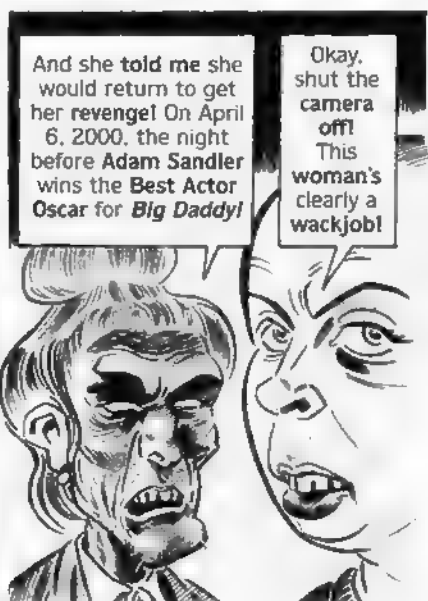
She was eleven feet tall, transparent, and covered with thick hair!

Yes, go on!

**BLAIR WITCH**

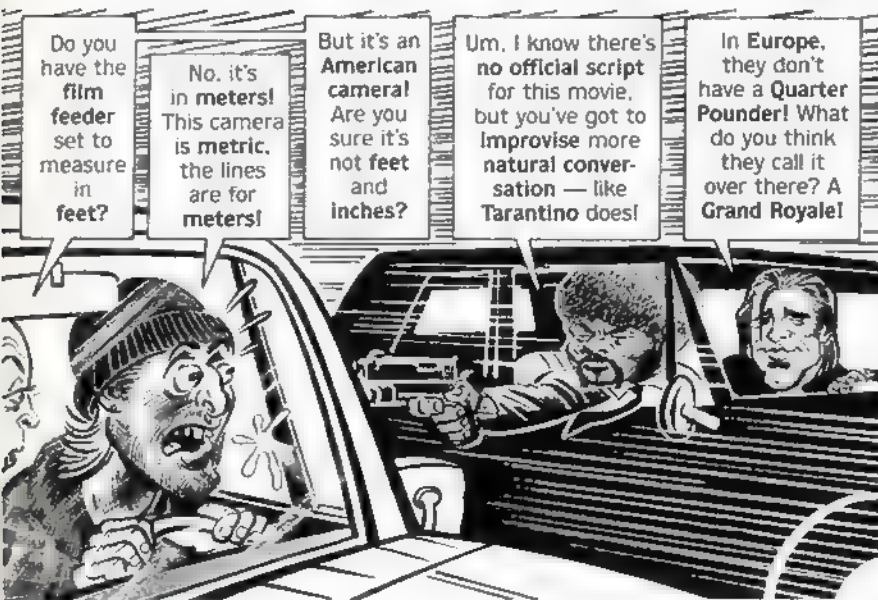
MY CHILDREN HAD ALL OF THEIR LIMBS **TORN OFF** THEIR BODIES AND ALL I GOT IS THIS **LOUSY T-SHIRT?**

I **CHOKED AT** COFFIN ROCK



And she told me she would return to get her revenge! On April 6, 2000, the night before Adam Sandler wins the Best Actor Oscar for **Big Daddy!**

Okay, shut the camera off! This woman's clearly a wackjob!



Do you have the **film feeder** set to measure in feet?

No, it's in meters! This camera is **metric**, the lines are for meters!

But it's an **American camera!** Are you sure it's not feet and inches?

Um, I know there's no official script for this movie, but you've got to **improvise** more natural conversation — like Tarantino does!

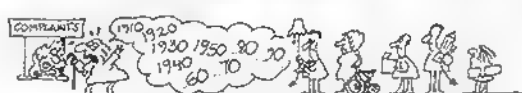
In Europe, they don't have a **Quarter Pounder!** What do you think they call it over there? A **Grand Royale!**



Well, here we are in the forest, and — **YIKES**, talk about horror! It's like a scene from a **Hitchcock flick** — if Hitchcock directed topless!

The audience is **dying** to see a pair of breasts, and they get his?

Please, in the name of God, put those away before it gets cold and his nipples get hard and **REALLY** gross us out!







Oh no! Look at that pile of four rocks! And that other pile of five rocks! And those six rocks! Seven! Seven rocks! Ah, ah, ah, seven rocks!

One of these piles is not like the other!

I've got the sinking feeling we're being stalked by Big Bird and Grover!



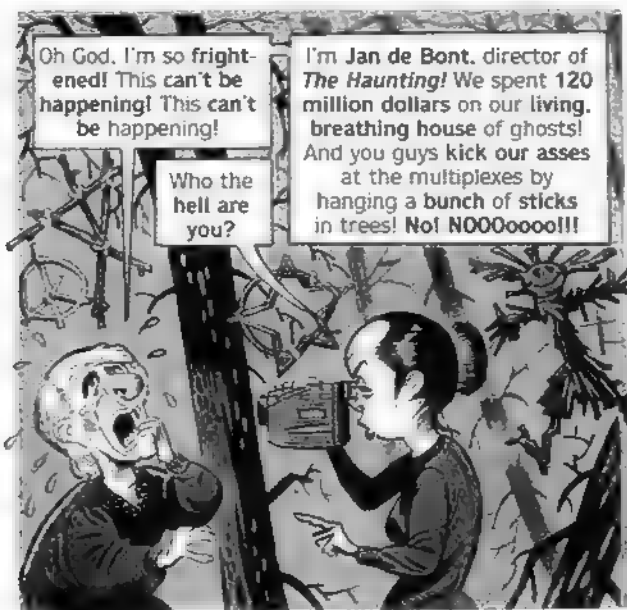
Did you hear that? More weird sounds!

Sorry, guys! That's because I ate a whole bag of double-puff marshmallows!



What do you mean, the map is GONE? We're completely lost without it! How could you be so stupid as to get rid of our map?

Hey, you should've packed more than two days' worth of toilet paper!



Oh God, I'm so frightened! This can't be happening! This can't be happening!

Who the hell are you?

I'm Jan de Bont, director of *The Haunting*! We spent 120 million dollars on our living, breathing house of ghosts! And you guys kick our asses at the multiplexes by hanging a bunch of sticks in trees! No! NOOOoooo!!!



OH SAY CAN YOU SEE, BY THE DAWN'S EARLY LIGHT!

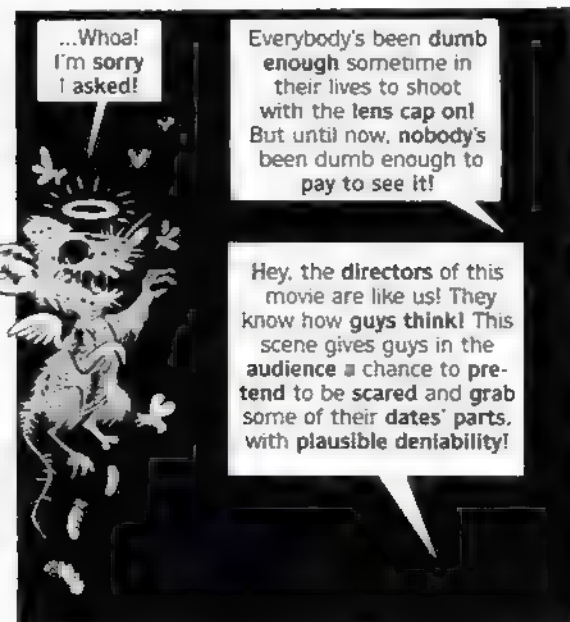
You guys can stop singing any time! What's the point? Who's it going to help?

The producers! They don't have to pay anybody to include songs that are in the public domain!



Oh really? In that case — ROW, ROW, YOUR BOAT, GENTLY, DOWN THE STREAM!

Man, could the producers possibly get any cheaper...?



...Whoa! I'm sorry I asked!

Everybody's been dumb enough sometime in their lives to shoot with the lens cap on! But until now, nobody's been dumb enough to pay to see it!

Hey, the directors of this movie are like us! They know how guys think! This scene gives guys in the audience a chance to pretend to be scared and grab some of their dates' parts, with plausible deniability!



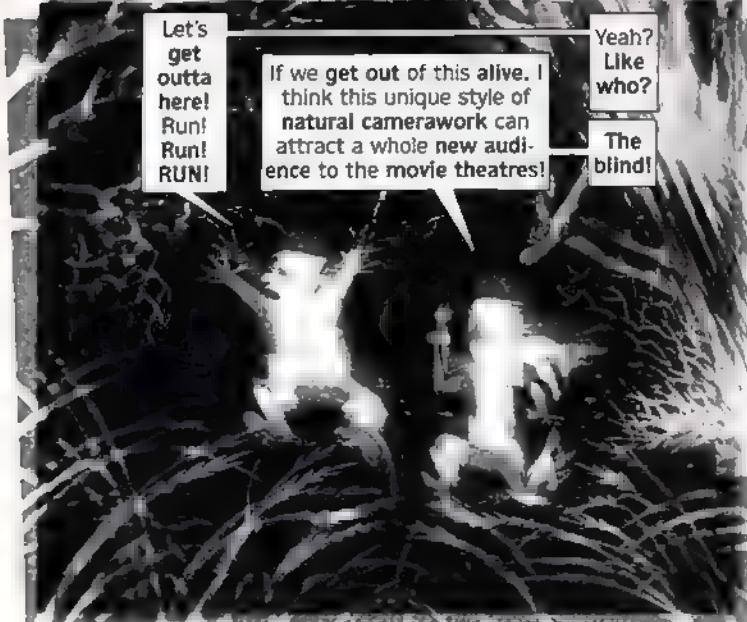
Squash is gone! And inside these sticks — ULLP! I think I'm going to throw up!

A lot of people out there are ready to join you, after an hour of this jerky, out-of-focus camerawork!

I'm not sick because of the cinematography, you dummy! Open your eyes! Somebody left Squash's bloody teeth right outside our tent last night!

Try to look on the bright side! No cavities!



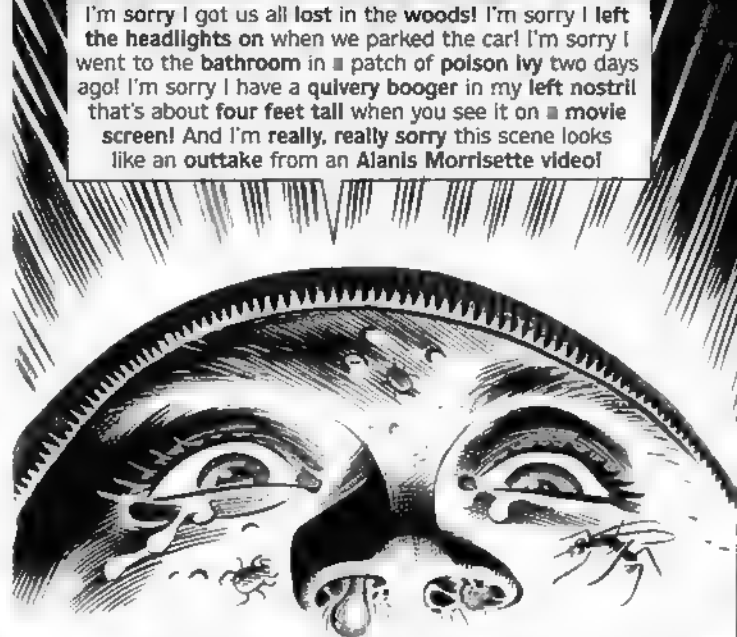


Let's  
get  
outta  
here!  
Run!  
Run!  
RUN!

If we get out of this alive, I  
think this unique style of  
natural camerawork can  
attract a whole new audi-  
ence to the movie theatres!

Yeah?  
Like  
who?

The  
blind!



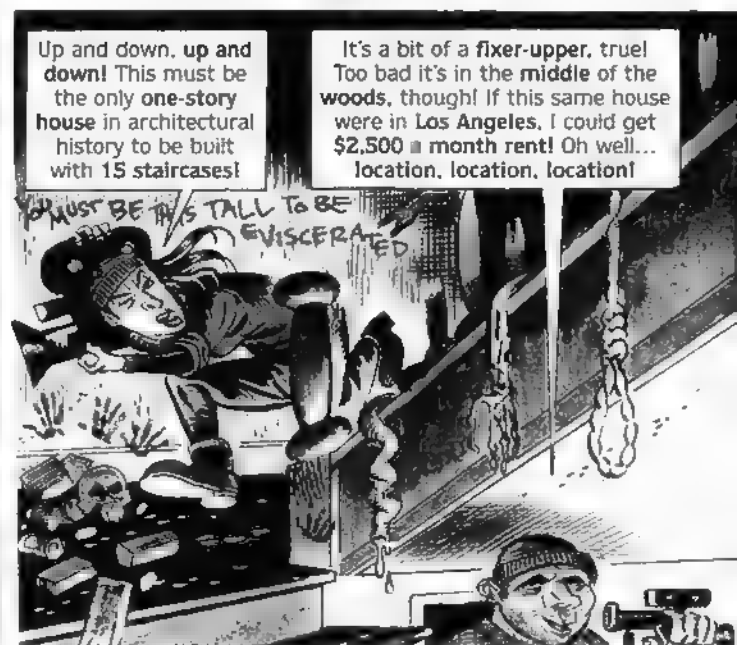
I'm sorry I got us all lost in the woods! I'm sorry I left  
the headlights on when we parked the car! I'm sorry I  
went to the bathroom in a patch of poison ivy two days  
ago! I'm sorry I have a quivery booger in my left nostril  
that's about four feet tall when you see it on a movie  
screen! And I'm really, really sorry this scene looks  
like an outtake from an Alanis Morissette video!



Hey, guys, did you  
remember to bring  
my teeth with you?  
They're feeding me  
pork chops in here,  
and it's not easy!

What a scary place! It  
looks like the Una-  
bomber's summer vacation  
villa! Do you think  
this wreck belonged  
to the Bland Witch?

If it did,  
I'll bet she  
never got  
back her  
security  
deposit!

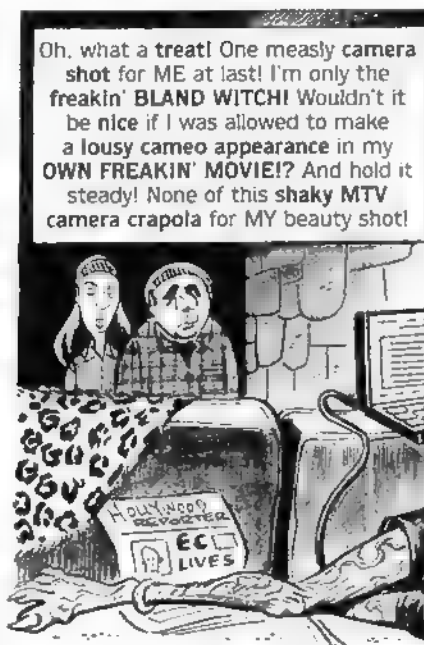


Up and down, up and  
down! This must be  
the only one-story  
house in architectural  
history to be built  
with 15 staircases!

It's a bit of a fixer-upper, true!  
Too bad it's in the middle of the  
woods, though! If this same house  
were in Los Angeles, I could get  
\$2,500 a month rent! Oh well...  
location, location, location!



Oh my God,  
oh my God!  
Who's that  
in the  
corner?



Oh, what a treat! One measly camera  
shot for ME at last! I'm only the  
freakin' BLAND WITCH! Wouldn't it  
be nice if I was allowed to make  
a lousy cameo appearance in my  
OWN FREAKIN' MOVIE!? And hold it  
steady! None of this shaky MTV  
camera crapola for MY beauty shot!

Get me a rewrite! I want my part punched up! And I haven't  
seen dime one from merchandising, either! I want back-  
end money on this sucker. IN WRITING! If I'm gonna get  
screwed, you'd better buy me dinner first! What? 12%  
of net? Take net and shove it! Gross, dollface, gross!  
I don't care if Ovit IS poolside! Do you like your job?  
Two minutes, or you can tell your boss I'm married  
to the Tri-Star deal! I'll ruin you...!







GRIEVING LAS VEGAS DEPT.

# MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest newsmakers is going to croak!

THIS MONTH'S FUTURE CITIZEN OF CEMETERYVILLE:



## DR. JACK KEVORKIAN

### CAUSE OF DEATH

### ODDS

"Cell mate-assisted" suicide while in prison

3:1

Mishap during demonstration of suicide machine at Patent Office

5:1

Overcome by death stench after forgetting about client left in back of van

7:1

Run down by overexcited crowd of wheelchair-bound, terminally-ill groupies longing for his services

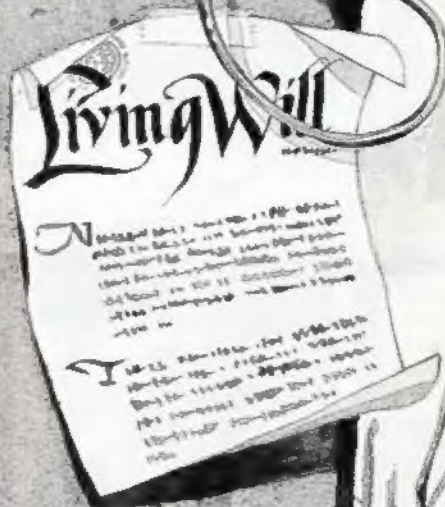
10:1

Trips at dedication of medical school bearing his name

69,900:1

Dies quietly of natural causes in self-imposed exile from media spotlight

3,000,000,000,000:1



*Goodbye,  
Cruel world!  
-Dr. K.*





**WHAT HAS  
BECOME  
THE MOST  
EFFECTIVE WAY  
OF RECYCLING  
GARBAGE?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

These days everyone is conscientious about doing their part for the environment. This may include water conservation or not using aerosol cans. What seems to work the best, however, is recycling garbage. To find out the latest way people are handling their trash, fold page in as shown.



FOLD PAGE OVER LIKE THIS!



FOLD THIS SECTION OVER LEFT



FOLD BACK SO THAT "A" MEETS "B"



**SELDOM HAS SOCIETY HAD A SUCCESSFUL WAY OF RECYCLING  
ITS GARBAGE. NOW WITH MODERN TECHNOLOGY WE ARE ON  
OUR WAY TO SOLVING THIS SERIOUS PROBLEM AND  
EBULLIENT ECOLOGISTS ARE CELEBRATING ALL THE WAY**



ARTIST AND WRITER: AL JAFFEE





**WHAT HAS  
BECOME  
THE MOST  
EFFECTIVE WAY  
OF RECYCLING  
GARBAGE?**



**FOLD PAGE OVER LIKE THIS!**



**FOLD BACK SO THAT "A" MEETS "B"**

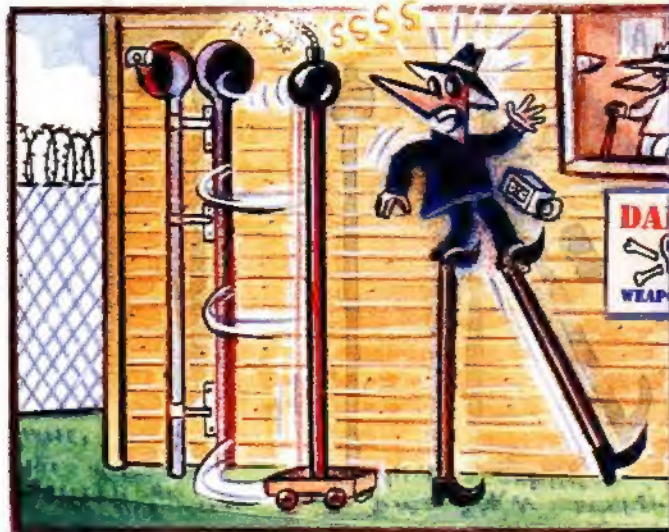


**SELLING  
IT ON**

**EBAY**







KUPER

ARTIST: PETER KUPER

WRITER: DUCK EDWING